26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION OCTOBER 22, 1956 35¢ PER COPY

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ONE CENT

will go a long way these days on WHO Radio!

Take 6:00 to 10:00 at night as an example . . .

There's a lot of talk around these days about "dead" periods in radio — nighttime, mid-morning, etc. — and some of this yak is preventing some advertisers from grabbing a lot of *amazing* opportunities.

LET'S LOOK AT THE RECORD . . .

On WHO Radio, a 1-minute spot between 6 and 10 p.m. will deliver 54,934 actual listening Iowa homes.

That's 8.9 homes for a penny, or 1,000 homes for $1.12—*ALL LISTENING TO WHO!*

That's the *minimum.* In addition, WHO's 50,000-watt, Clear-Channel voice gets thousands of *unmeasured* listeners both in and outside Iowa! There are half a million extra home sets and half a million automobile radios *in Iowa alone* — and countless bonus sets in "Iowa Plus"!

Let Peters, Griffin, Woodward, Inc. set the WHO Radio picture straight for you. It's a tremendous story!

(Computations based on projecting Nielsen figures and 1955 Iowa Radio Audience Survey ratings against our 26-time rate.)

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines WOC-TV, Davenport

WHO

for Iowa PLUS!

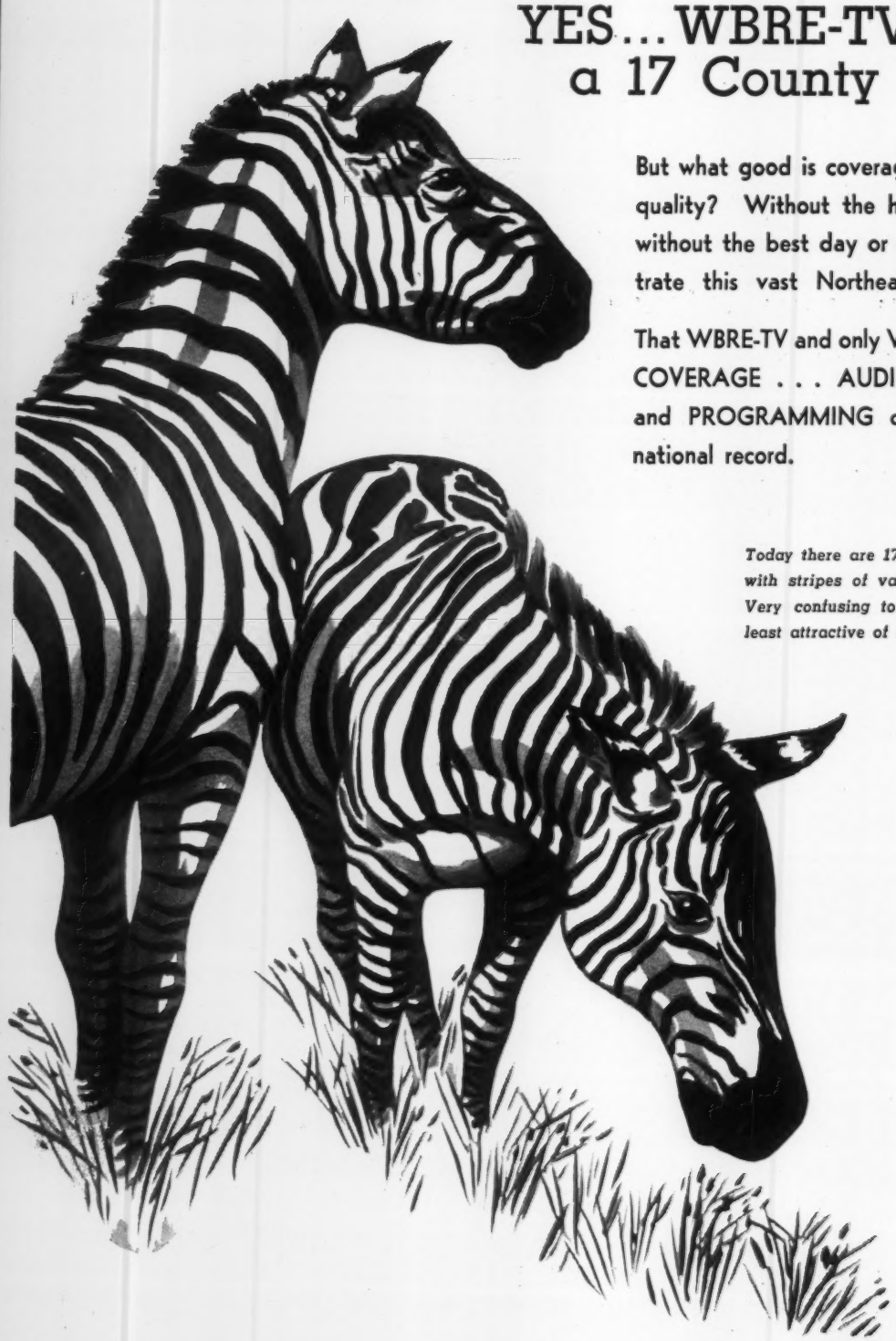
Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.,
Exclusive National Representatives

...NOT SEVENTEEN?

YES... WBRE-TV does have a 17 County Coverage



But what good is coverage without consistent picture quality? Without the highest audience ratings and without the best day or night programming to penetrate this vast Northeastern Pennsylvania market?

That WBRE-TV and only WBRE-TV has all four of these: COVERAGE . . . AUDIENCE . . . RATINGS . . . and PROGRAMMING consistently, is a matter of national record.

Today there are 17 or more kinds of Zebra with stripes of varying widths and colors. Very confusing to the eye, making them least attractive of all four hoofed animals.

AN NBC BASIC BUY : National Representative : The Headley-Reed Co.

Counties Covered: LUZERNE LACKAWANNA LYCOMING COLUMBIA SCHULYKILL NORTHUMBERLAND MONROE PIKE WAYNE WYOMING SULLIVAN SUSQUEHANNA BRADFORD UNION SNYDER MONTOUR CARBON

WBRE
TV Channel 28
WILKES-BARRE, PA.

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IMPORTANT MEMO TO IMPORTANT RADIO TIME BUYERS!

KRLD, alone among major 50,000 watt radio stations in the rich, rapidly growing Dallas-Fort Worth Market, operates on a single frequency full time, sharing not so much as a minute.

This means one order, one billing . . . and that every announcement you use, no matter what time of day, is applied to earn for you a maximum frequency discount.

Texas' oldest CBS affiliate . . . KRLD is the Dallas-Fort Worth station to which a vast audience tunes with a purpose . . . for specific listening . . . and that makes your representation on 1080 doubly effective.

Buy double the impact for half the cost on . . .

KRLD Radio

OUTLET FOR CBS RADIO NETWORK IN DALLAS AND FT. WORTH

Owned and operated by KRLD-TV, televising with Maximum Power from the top of Texas' Tallest Tower, The Dallas Times Herald station, Herald Square, Dallas 2. The Branham Company, National Representatives.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

50,000 WATTS COMPLETELY SATURATES THE GREAT SOUTHWEST MARKET

closed circuit.

$60 MILLION WAR CHEST • ABC will make its big bid for network leadership next fall by putting new millions into programs, and will soon disclose it has $60 million in cash to back up expansion. Story was told to several members of FCC last Friday by Leonard H. Goldenson, president of parent company, now doubling as president of ABC Division, who paid courtesy calls in Washington. AB-PT is borrowing another $28 million from Metropolitan Life and New York banks, and with present cash position of $37 million, will have $60 million liquidity after taxes and expenses to go all out. New loans already have been approved by banking houses and AB-PT board.

B•T

APPOINTMENT of Oliver Treyz, president of TvB, to head television operations of ABC, dispels notion that tv operations were to be "taken over" by motion picture executives of AB-PT. Mr. Treyz, who became TvB's first president 22 months ago, left ABC where he directed radio network. He was importuned by Mr. Goldenson to return to ABC, becoming opposite number of Vice President Don Durgin, who heads radio network operations. Mr. Treyz will be elected vice president in charge of network television at board meeting next month.

B•T

ANOTHER FOR McCAW • Sale of KDAY Santa Monica, Calif., by J. D. Funk, publisher of daily *Outlook*, and associates, for gross of $650,000 to Gotham Broadcasting Co., licensee of WINS New York, will be announced this week, subject to usual FCC approval. Station operates on 1580 kc with 10 kw daytime, but holds CP for 50 kw, which would assure full coverage of greater Los Angeles, it's claimed. Gotham is owned 75% by J. Elroy McCaw and 25% by Jack Keating. Other stations in McCaw-Keating group are KTVR-TV Denver, KYA San Francisco, KONA-TV Honolulu. Mr. McCaw owns KTVW (TV) Seattle. Sale handled by Art Hogan through Alfred Zugsmith Co. Understood present personnel, under General Manager George Barron, will be retained.

B•T

TV STATIONS will be hearing loud protests from Hollywood creative talent guilds (writers, producers, directors) for failing to include full credits in newspaper and other promotional advertising for movie features now scheduled on tv. Air credits alone are not enough and movie precedent calls for complete identification with picture titles. Tip-off to guilds came in their own backyard when KTTV (TV) Los Angeles forgot credits in $100,000 promotion of Colgate-Palmolive premiere of MGM backlog (see page 66).

P. R. PUSH BY BMI • One of direct results of Celler Antitrust Subcommittee hearings on music performance aspects will be stepped up activity by BMI in public relations end. While no announcement was forthcoming from BMI board meeting in New York last Tuesday, it's understood that preponderant board view was that ASCAP had won initial publicity skirmish and that BMI had job to do to tell true story of introduction of competition along Tin Pan Alley.

B•T

ENLIVENING BMI-ASCAP hassle will be series of articles on music copyright fight in process by New York Journal American, *probably to be syndicated in Hearst newspapers. Earl Newsome organization has been handling public relations for BMI while ASCAP has, among its public relations counsel, Newmyer Assoc., Washington.*

B•T

WHILE DUST SETTLES • Robert E. Kintner, who wound up last week as ABC president (story page 31), plans to leave Wednesday for San Juan for three-week vacation, after which he will determine future activity. Mr. Kintner has received number of offers, both in and out of broadcasting. He was noted syndicated columnist and author before he joined Army in World War II.

B•T

SCHEIDELER & BECK, New York, which was formed five years ago when principals broke away from Duane Jones & Co., is understood to be negotiating merger with one of at least three other New York agencies. Currently agency handles C. F. Mueller Co., Heublin Inc., McIlhenny Co. (Tabasco) and Newsweek *magazine.*

B•T

TALLY SHEET • Tv film producers and distributors who have been negligent on payment of residuals to actors and creative talent for re-runs of syndicated product have until next spring to make amends. Residual Research Service, new Hollywood firm headed by George Reeves, star in *Superman* series (Flamingo Films), about March will issue first quarterly subscriber report listing all film series showings on U. S. tv stations since 1952 and reports station cooperation in project to date is "excellent."

B•T

TELEVISION will help close another 6,000 grade "B" and "C" theatres in next three years but isn't only bugaboo as Hollywood claims, according to Frank Ricketson Jr., theatre operations manager for National Theatres, major chain of 335 houses which is building several "deluxe" theatres in Los Angeles area each with four-acre parking lots. Real culprit is lack of sufficient top grade features from producers, he says, noting old features on tv will be only "battle of channels" not affecting his business.

B•T

ODD PROPOSAL • In letter to national station representatives, Shape-Wilkes, New York advertising agency, suggested they urge stations to contact local Democratic leaders (Volunteers for Stevenson-Kefauver Committee) for 30-second radio spot announcements. Request is seen as strange because representatives would not get commission on spots which would be placed locally by committee, although letter from Shape-Wilkes asks that stations remit commission to agency for spots which they have prepared.

B•T

FCC staff slightly taken aback at vigorous tone of some uhf CP-holders in their requests last week for extensions of construction permits. They seemed to think Oct. 16 date was deadline after which uhfs not yet on air would face stiffened attitude on part of FCC. So uhf grantees took Commission to task for setting what they considered deadline in light of still unsettled uhf policy. Commission apparently failed to make clear that Oct. 16 was date only for administrative convenience and was not to be considered cut-off date. In January when Commission extended batch of uhf grants it said that in July it would be forced to critically examine what uhf CP-holders had done. When July date came around, FCC automatically issued three months' extensions, but dropped demand that uhf permittees fish or cut bait. General attitude is that FCC won't essay any crackdown until current uhf-vhf allocation proceedings are concluded.

B•T

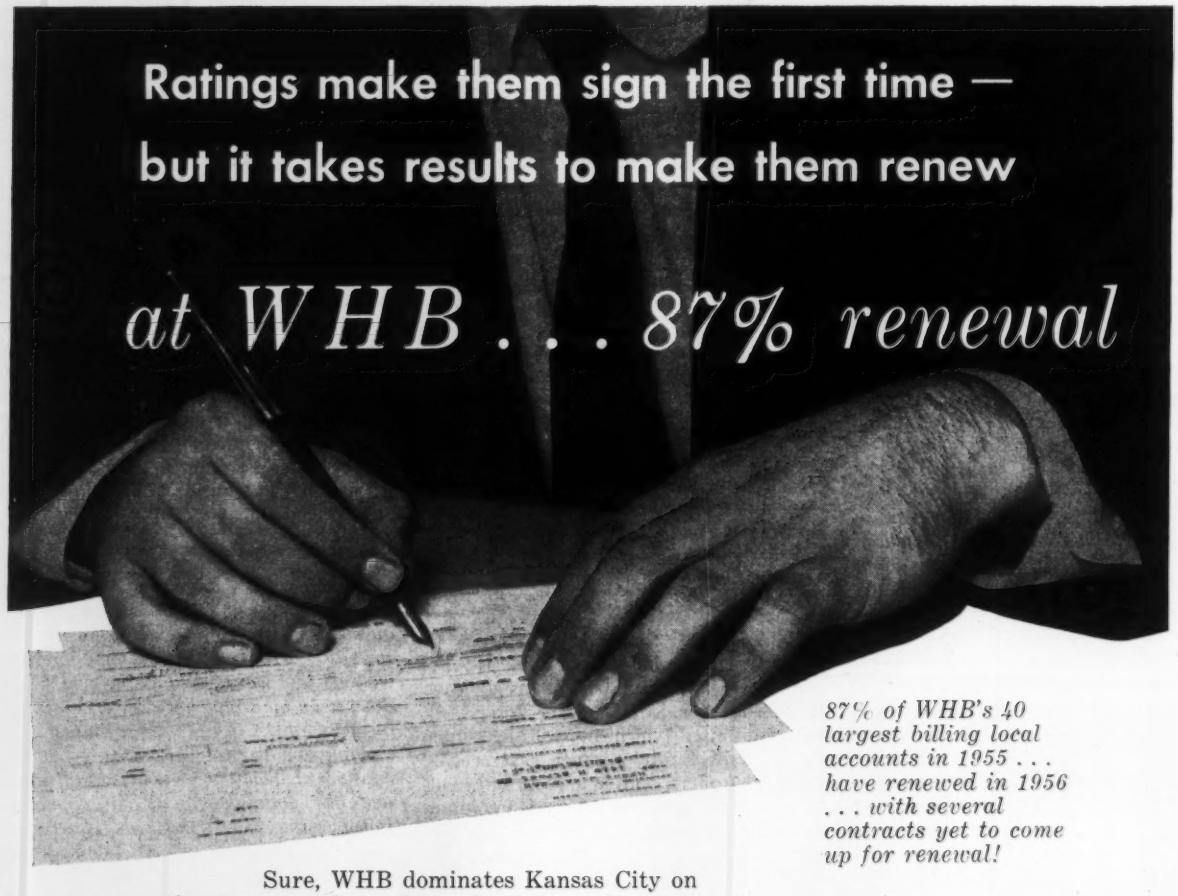
TRAVEL SPOTS • To explore prospects of development of national spot for both radio and tv in international and domestic travel fields, McCaw-Keating stations (WINS, New York, KYA San Francisco, KTVR-TV Denver, KTVW [TV] Seattle) have retained A. F. Lang & Assoc., New York, which already has begun comprehensive survey. Current emphasis is on air travel, but all travel fields will be covered. A. F. Lang, former British Air Vice Marshal, is head of consulting group.

B•T

TIEING into exploration of travel field is recent retention by WINS New York of Paul Andrews, former advertising manager of Sabena, Belgian air lines, as head of travel department. While no disclosure of new business was made, it's understood several international airline accounts already are running.

Ratings make them sign the first time — but it takes results to make them renew

at WHB . . . 87% renewal



87% of WHB's 40 largest billing local accounts in 1955 . . . have renewed in 1956 . . . with several contracts yet to come up for renewal!

Sure, WHB dominates Kansas City on every national survey. Sure, Storz Station music, news and ideas attract tremendous audiences—which in turn attract advertisers. But it takes *results* to make local advertisers come back for more. And WHB is Kansas City's results station. So much so that WHB has a higher percentage of renewals for both local and national advertisers than any other Kansas City radio station. Talk to the man from Blair, or WHB General Manager, George W. Armstrong.

WHB

10,000 watts—710 kc

Kansas City

Latest METRO PULSE	*Latest* AREA PULSE	*Latest* AREA NIELSEN	*Latest* HOOPER
WHB first all day and night. WHB first 360 out of 360¼ hours. In and out of home, Mon.-Fri., 6 a.m.-midnight.	WHB 1st all day. WHB 1st 263 out of 288 ¼ hours. 25 second place ¼'s, none lower, Mon.-Sat. 6 a.m.-midnight.	WHB first all day and night with 42.7% share of audience. WHB first every time period. Mon.-Sat. 6 a.m.-6 p.m.	WHB 1st all day with 45.6% of audience. Mon.-Fri. 7 a.m.-6 p.m., Sat. 8 a.m.-6 p.m.

THE STORZ STATIONS

Today's Radio for Today's Selling

President: TODD STORZ

WDGY Minneapolis-St. Paul
WHB Kansas City
WQAM Miami

Represented by John Blair & Co.

KOWH Omaha
WTIX New Orleans

Represented by Adam Young Inc.

at deadline

MONOPOLY, EXECUTIVE POWER HIT; EVINS CHARGES NETWORK ESPIONAGE

EVINS SUBCOMMITTEE of House Small Business Committee Friday released its "summary report" of hearings in 84th Congress on FCC and other federal regulatory commissions and agencies. Report charged monopolies in broadcasting and other industries and recommended measures to remove "centralized power of the Executive Branch" over Federal agencies, giving Congress complete control over their operation.

At same time, in statement being released today (Mon.) Chairman Joe Evins (D-Tenn.) charged "unauthorized circulation" of "earlier draft" of report by "officials" of NBC, CBS and "also former chairmen of some of the agencies," who, he said, "are reviewing, criticizing and perhaps advising persons in responsible positions on courses they desire to be taken regarding this report." He called this "sort of lobbying effort to influence the Committee against issuance of the report."

CBS Inc. Vice President Richard Salant promptly denied such activity on CBS' part in statement also for release today. He said Rep. Evins is "completely mistaken," and that no one at CBS has sought draft report or seen it. Rep. Evins charged draft was "leaked" by "some persons outside the committee to whom a preliminary draft of the report was made available."

Subcommittee recommended "Hoover Commission" plans enacted by Congress for various agencies be repealed so chairmen may be selected by agency members; that agency appropriations be exempt from Budget Bureau approval, agency instead taking its money requests directly to Congress; that some agencies, now required to get Budget Bureau approval for certain projects, be exempted from requirement; that agencies not be required to submit their views on legislation to Budget Bureau; and that agencies appealing to Supreme Court from U. S. Appeals Court decisions against them not be required to clear appeals through Solicitor General.

Report recommended that regulation over commerce by FCC and other agencies be made "clearly independent of the Executive Branch" and "more responsive" to Congress, which created them as arms under its power to regulate commerce.

It cited testimony by uhf representatives and statement by Daytime Broadcasters Assn. that FCC has fostered monopoly by networks and power radio stations, respectively. As other instances of tv network monopoly, report cited CBS memo on FCC Comr. Robert E. Lee's 1954 phone talk with CBS President Frank Stanton, subpoenaed from CBS files; testimony before House Antitrust (Celler) Subcommittee that Comr. Lee had been reported as saying FCC should not "concern itself unduly with programs or business operations" because broadcasters are best qualified to run their own affairs in the public interest; report by Sen. John W. Bricker (R-Ohio) on "The Network Monopoly."

Citing presidential appointments which it said were calculated to give White House more power over federal commissions, report said "notable departure" was appointment of Comr. Rosel H. Hyde as chairman in 1953, but that "press" [B•T] at that time noted that if Comr. Hyde didn't give "desired results," President would be free to name successor, which, report added, President did when he nominated George C. McConnaughey in 1954. It noted Mr. McConnaughey earlier had represented AT&T subsidiary in rate case before Ohio Public Utilities Commission.

Report referred to testimony last month before Celler subcommittee by Victor Hansen, assistant attorney general, in which he said tv network practices bear "striking similarity" to 1948 Paramount "block-booking" movie case. Report again turned to criticism of FCC activity, citing testimony to congressional groups.

Report criticized NBC President Robert W. Sarnoff's defense of BMI before Celler unit and referred to its claims last March that FCC Chairman McConnaughey had told Rep. Evins FCC could not give information on staff activities because they would be subjected to industry pressure. Report said "record is eloquent" on FCC's failure to prevent growth of monopoly; that Chairman McConnaughey has testified he believes big business can be relied on to give more accurate information about its problems than small business.

Gore Asks Stations About Political Buying

SENATE Elections Subcommittee headed by Sen. Albert Gore (D-Tenn.) Friday mailed questionnaires to all U. S. tv stations asking for amounts spent locally and regionally on each outlet in behalf of candidates for President, Vice President and U. S. Senate.

Query asks actual amounts spent from Sept. 1 through Oct. 21, broken down as to time (spots and programs) and other costs such as production and pre-emption charges. Outlets are asked to furnish estimates of costs of time they expect to be purchased on station from Oct. 22-Nov. 5 period.

John Moore, subcommittee counsel, said questionnaire was framed with assistance of Robert Heald, chief attorney of NARTB. Staff is asking answers be postmarked not later than Oct. 25. Similar questionnaire will go out after elections to am and fm stations, who will be asked to reply by deadline to be set between Nov. 25-30, Mr. Moore said.

Query last week calls for names of organizations buying time and whom they support.

Football Suit Settled

TWO-YEAR old $2.1 million damage suit brought by now bankrupt Liberty Broadcasting System Inc., Dallas, against National Football League and nine member clubs, settled Friday for $100,000. Liberty charged league and clubs violated Sherman Antitrust Act by illegally monopolizing radio broadcasts of professional football games. Settlement was approved in Philadelphia by Federal Judge Alan K. Grim, ending litigation which started Oct. 1, 1954.

• BUSINESS BRIEFLY

MIDWEST SPORTS • Standard Oil Co. (Ind.) buys 13 Big Ten, three non-conference basketball games on 30 midwest stations in seven states via Sports Network, first half only with second half to be sold co-op. Series starts Dec. 7. Six Ohio stations also considered. Agency: D'Arcy Adv. Co., Chicago.

DOVE DEBUT • Lever Bros.' new beauty bar, Dove soap, now in about 30 U. S. markets, will use tv to open up St. Louis; South Bend, Ind.; Quincy, Peoria and Rockford, all Ill., starting later this month and will break into Canada with radio-tv-print campaigns in two test markets—Kingston and Sault St. Marie, both Ontario—starting Oct. 29. Agency: Ogilvy, Benson & Mather, N. Y.

SANKA SPOTS • General Foods (Instant Sanka), N. Y., in addition to two week radio spot schedule starting Oct. 22 [B•T, Oct. 15], is preparing another two week spot schedule starting Nov. 12 in about 35 markets. Young & Rubicam, N. Y., is agency.

COMPETITION • Imperial margerine, made by Lever Bros., through Foote, Cone & Belding, N. Y., will be promoted on *Lux Video Theatre* on NBC-TV in addition to spot campaign. Foods division of Anderson & Clayton & Co. is introducing new shortening called Flair in Midwest and Southwest, with tv spot announcements starting late in October through D'Arcy Adv. Co., N. Y.

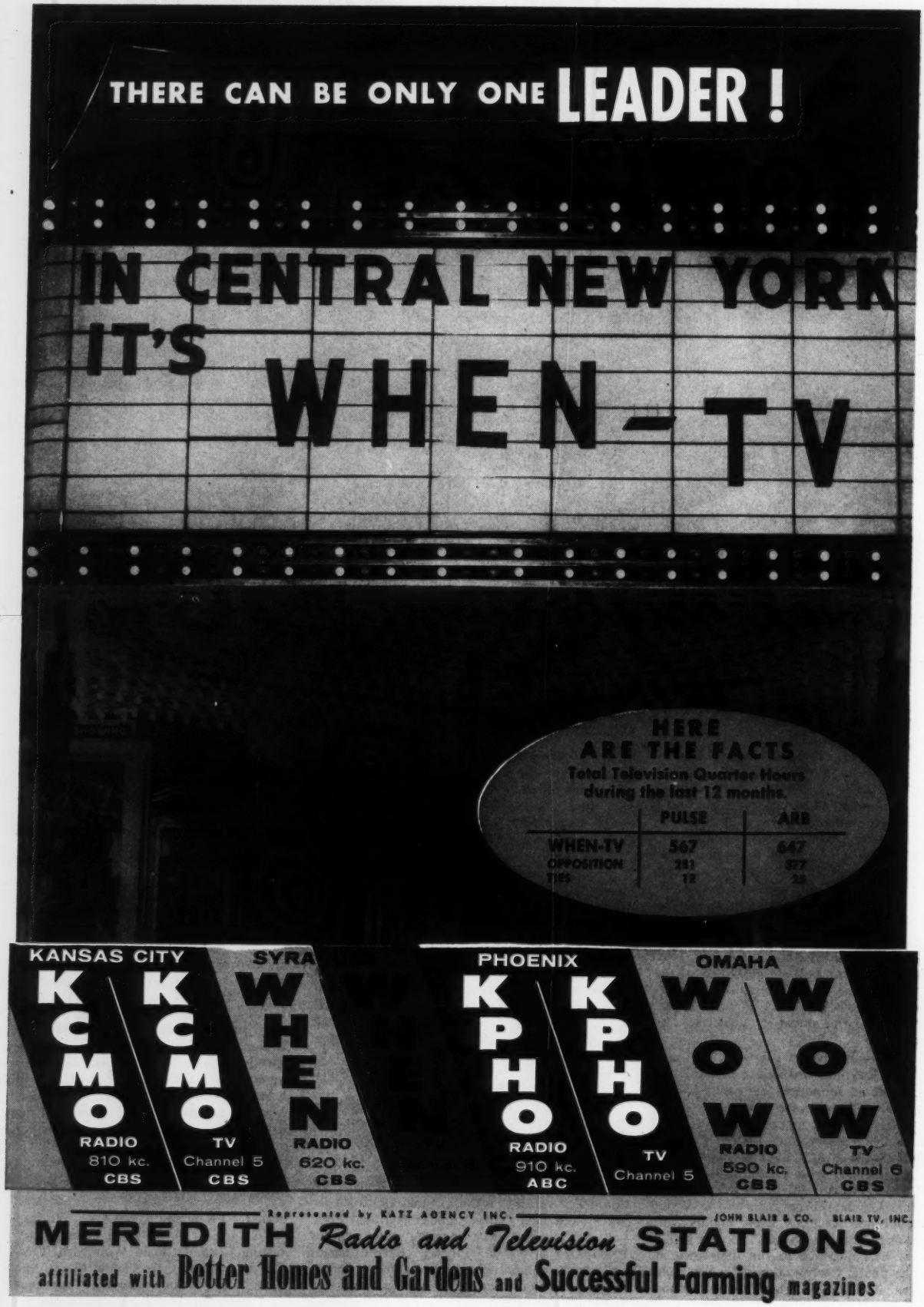
Pan-Am Quits 'Press', Will Concentrate on Spot

PAN-AMERICAN World Airways, alternate week sponsor of NBC-TV's *Meet the Press*, will drop show Dec. 20, and plans to redistribute bulk of radio-tv funds—reported at $1 million—into specific spot broadcast buys next year. Commenting on decision to bow out of *Press*, Pan-Am's advertising manager, Murray Barnes, told B•T Friday "we've been carrying too many marginal markets, and it's our intention in the future to concentrate more and more in fewer markets."

Pan-Am, which "definitely" will not consider network buys for present time, also sponsors local weathercast on WTVJ (TV) Miami, series of travel shows, *Hawaii Calls*, in 4-5 western radio markets, and spots on several eastern foreign language radio stations. Its *Press* station lineup was 19 as against alternate sponsor Johns-Manville Corp.'s 37 NBC-TV affiliates. J. Walter Thompson Co., agency for both Pan-Am and Johns-Manville, indicated Friday that latter had not yet reached decision one way or other to renew *Press* but that notice should be forthcoming before end of month.

WAAA Sold for $150,000

SOLD FRIDAY: WAAA Winston-Salem, N. C., for $150,000 from Camel City Broadcasting Corp. (Ronald Woodyard, Louis Froelich and others) to Laury Assoc. Inc., New York. Sale is subject to FCC approval. Laury firm comprises equal partners Robert A. Monroe, former vice president for programming, Mutual-WOR New York, and Arnold Schneidman.


THERE CAN BE ONLY ONE LEADER !
IN CENTRAL NEW YORK
IT'S WHEN-TV
HERE
ARE THE FACTS
Total Television Quarter Hours
during the last 12 months.
PULSE
ARB
WHEN-TV
OPPOSITION
TIES
KANSAS CITY
KCMO
RADIO
810 kc.
CBS
KCMO
TV
Channel 5
CBS
SYRA
WHEN
RADIO
620 kc.
CBS
PHOENIX
KPHO
RADIO
910 kc.
ABC
KPHO
TV
Channel 5
OMAHA
WOW
RADIO
590 kc.
CBS
WOW
TV
Channel 6
CBS
Represented by KATZ AGENCY INC.
JOHN BLAIR & CO.
BLAIR TV, INC.
MEREDITH Radio and Television STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines

at deadline

ABC IS SHOOTING FOR '57-'58—GOLDENSON

ABC-TV plans to create new programs with "high audience and sponsor appeal, and to stimulate greater sales" in 1957-58 season, according to Leonard H. Goldenson, president of AB-PT and now acting president of ABC. In quarterly report to AB-PT stockholders to be released today (Mon.), Mr. Goldenson also disclosed:

• ABC-TV's sales "are not up to expectations for next three quarters which represent the 1956-57 [this] broadcasting season."

• "Every effort" will be made to increase sales in final quarter this year as well as first two quarters of 1957.

• Tv network's sales of "prime evening time" for this fall season totaled 19½ hours per week compared with 17½ hours at this time last year.

Mr. Goldenson, who was directed Oct. 16 by AB-PT's board to assume direct supervision of ABC following resignation of Robert E. Kintner as ABC's president (story page 31), noted fall sales of *Mickey Mouse Club* (Mon.-Fri., 5-6 p.m.) fell "considerably below" those of last year and that program is not making same "substantial" contribution to earnings as in previous year, although program continues as audience getter.

ABC also showed usual seasonal decline in earnings for third quarter (of 1956), Mr. Goldenson said in his report which mentioned board's action in directing him to head network. Mr. Kintner's resignation, he said in his report, was accepted because of "policy differences."

Mr. Goldenson reported AB-PT's consolidated earnings for first nine months of year totaled $6,616,000, or $1.53 per share common stock, and net operating profits at $5,686,000 or $1.31 per share. Same period last year comparative figures were: $5,286,000, or $1.21 per share on consolidated earnings; $5,254,000, or $1.20 per share on net operating profit.

Capital gains for nine months were $930,000 as against $32,000 last year. Third quarter net operating profits was $1,484,000, or 34 cents per share, as against $1,899,000, or 43 cents per share in same quarter last year.

He also reported AB-PT's project to strengthen theatre side of business by disposing of unprofitable units "is being accelerated." He said that "as stated at the last stockholders' meeting, the process of weeding out uneconomic theatres represents a conversion of our assets into cash for reinvestment in our business." Earlier announced plans of AB-PT to enter motion picture production to stimulate flow of product to theatres will be on "relatively small" basis until experience dictates expansion.

Cable Pay-Tv Project To Start in Oklahoma

FIRST cable theatre—pay tv over wire lines—will premiere in Bartlesville, Okla., sometime next year. Announcement was made Friday by Milton Shapp, president, Jerrold Electronics Corp., Philadelphia manufacturer of community television systems.

Called Jerrold "home theatre," construction will begin in spring of 1957 in conjunction with Video Independent Theatres Inc., southwest theatre chain owner, which also owns 12.5% of ch. 9 KWTV (TV) Oklahoma City, and permits for ch. 9 KSPS (TV) Hot Springs, Ark., and ch. 2 KVIT (TV) Santa Fe, N. M., Mr. Shapp announced. Wire system will be built, Mr. Shapp said, to take film from projection booth of Bartlesville theatres (all three are owned by Video Independent chain), and deliver via cable to home subscribers. Cost of project not divulged. Bartlesville served by Tulsa and Wichita signals. Subscribers will be charged monthly fee, Mr. Shapp said, and picture will be on channel not in use locally.

Mr. Shapp said arrangements already had been completed with one "major Hollywood producer" to use current features. He said he was still negotiating with others.

Equal Time Pleas Denied

EQUAL-TIME requests by Socialist Workers Party and Socialist Labor Party against Detroit stations WWJ-AM-TV and WJBK-TV, respectively, were turned down Friday by FCC. In letters to G. H. Brietman, Socialist Workers campaign manager, and Arnold Peterson, Socialist Labor national secretary, Commission said that neither party had made necessary showing that candidates were legally qualified within meaning of Communications Act.

Gross Up, Profits Down In Nine Months at RCA

SALES at RCA for first nine months of this year (includes products and services of firm and its subsidiaries) hit record high of $812,524,000 or 10% above previous high set for same period last year, Brig. Gen. David Sarnoff, RCA board chairman, announced Friday. Earning after federal income taxes totaled $27,893,000 for period, compared to $30,995,000 in same period last year.

After payment of dividends on preferred stock, net profit earnings on common stock were $1.82 per share as against $2.04 per share earned in first nine months last year. Record sales high of $286,036,000 for third quarter also reported—representing increase of 13% over third quarter 1955. Common share earnings this third quarter totaled 50 cents compared with 58 cents per share in third quarter of last year.

WHK Names NBC Spot Sales

APPOINTMENT of NBC Spot Sales as national sales representative of WHK Cleveland, effective Nov. 1, announced Friday by Kenneth K. Hackathorn, general manager of station, and Jack Reber, director, NBC Spot Sales. WHK, owned and operated by Forest City Pub. Co. (Cleveland *Plain Dealer* and *News*), operates on 1420 kc with 5 kw.

SITUATIONS WANTED

SCREEN GEMS, already with big stable of independent producers, today (Mon.) will announce open-door policy inviting additional independent productions and is putting up $2.5 million kitty to finance same. Screen Gems production executive Irving Briskin promises full financial help for any producer with strong star-name or idea package, plus all facilities of parent Columbia Pictures.

PEOPLE

WILLIAM C. CHRISTY, formerly with Maxon Inc., Benton & Bowles and William H. Weintraub (now Norman, Craig & Kummel), to Product Services Inc. as senior copy contact executive and plans board member.

G. R. GIROUX and **R. E. SHORT,** with Procter & Gamble productions for four and seven years, respectively, named associate managers of programming, effective Nov. 1, reporting to **GAIL SMITH,** P&G associate manager of advertising production division.

JAY L. SCHILLER, media research director, Compton Adv., N. Y., to Atherton & Currier, Inc., N. Y., as director of research.

RICHARD M. DUNN, Roy Windsor Productions, to Compton Adv. as executive producer in tv-radio program department.

FRANK BAUR, tv director, Four Star Films Inc., L. A., named production supervisor. **AL LEWIN,** production comptroller, named business manager for studio operation. **LLOYD RICHARDS** resigns as production manager.

JERRY LANDAY, executive producer of the "Tex and Jinx" personality programs on WRCA-AM-TV New York, Friday named producer of program syndication for their shows, new project currently being planned. Associate producer **HANK WEXLER,** with the Tex and Jinx McCrary staff on both WRCA-AM-TV and WABD (TV) New York, succeeds him.

AL PETCAVAGE, McCann-Erickson, N. Y., for past year, returns to Ted Bates & Co., N. Y., in a supervisory capacity in media department.

RICHARD L. LEVISON, former sales representative, KRKD Los Angeles, to ABC Western Div. radio network as account executive.

GERALD SCHMITZER, tv producer-director for BBDO, L. A., named vice president in charge of production for Vulcano Enterprises Inc., Hollywood producer of various network tv film shows and commercials.

Indiana Resolution Urges Music Licensing Be Kept Open

"ALL necessary steps" to preserve right of selection between per program and blanket contracts and principle of clearance at the source in music license negotiations should be taken by NARTB, regional conference in Indianapolis voted Friday (early story page 74).

NARTB region also adopted this resolution: "Be it resolved, that the members of Region 4 of the NARTB extend best wishes to Sol Taishoff, in appreciation of his completion of 25 years of service to broadcasters."

Ephrata Satellite Upheld

FCC reaffirmed 1955 grant of satellite ch. 43 Ephrata, Wash., to Basin Tv Co., owned by KIMA-TV Yakima, Wash., denied protest by KSEM Moses Lake, Wash., it announced Friday. Commission said KSEM failed to prove charges regarding overlap, concentration and that satellite will deprive Ephrata of local station (KSEM asked that ch. 8 be moved from Walla Walla to Moses Lake, but this was denied). Commission decision follows recommendation by examiner last December.

the week in brief

GOLDENSON TO RUN ABC

AB-PT president assumes active management of the broadcast division as ABC President Robert Kintner resigns; Oliver Treyz is named tv network head 31

CASH ELECTED TvB HEAD

Board of Television Bureau of Advertising wastes no time in elevating Norman (Pete) Cash from vice president to president, after resignation of Oliver Treyz 32

FREE POLITICAL PLUGS ASKED

Announcers and disc jockeys get requests to broadcast free messages on behalf of Democratic candidates; Republicans call move "time stealing" 33

TV NETWORKS BUYS AND BUYERS

P&G uses $3.1 million worth of tv network time in July, when total gross time sales of tv networks equal $37.6 million 34

TV BOOMS BURP GUNS

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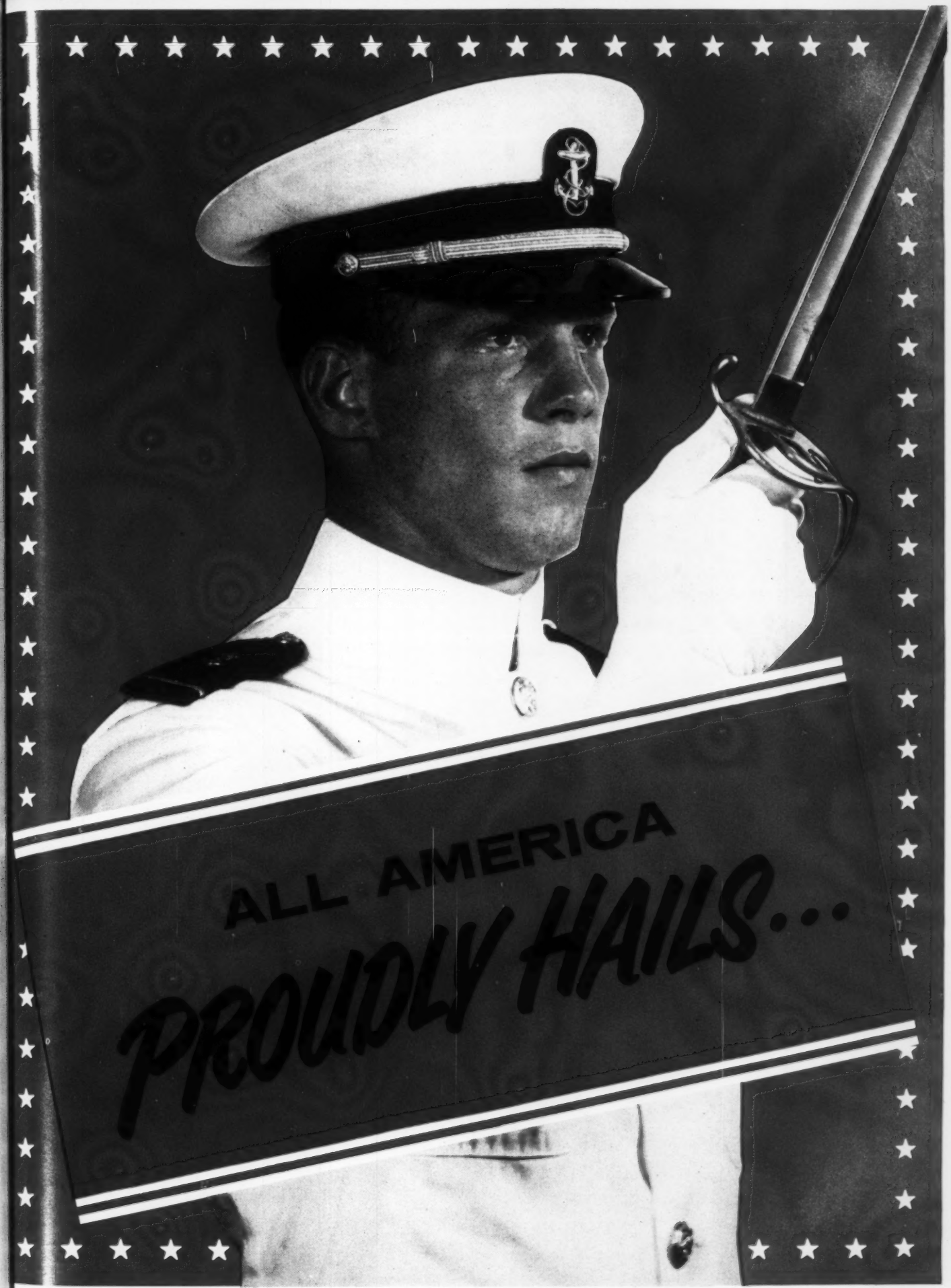
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THE GREAT WAR

WITH the showing last Tuesday of "The Great War"—an hour-long documentary on the so-called war to end all wars—NBC-TV's *Project 20* achieved its third success in as many appearances, no mean trick in a field where program momentum is sometimes rare.

Basically a skillfully-edited montage of old newsreel clips—many of which came out of NBC's archives of old "March of Time" films—"The Great War," unlike "Nightmare in Red" or "The Twisted Cross," depended less on dramatic reconstruction of history. As a matter of fact, only 5% of total footage was "faked," and this came from early German and British films.

But film alone wouldn't make the *Project 20* series as superb as it is. As usual, Henry (Pete) Salomon and Richard Hanser contributed a script that was highly professional in ever sense of the word. As a sample, we would offer their one-line description of the Liberty Bond drives of 1917: "The whole galaxy of Hollywood stars twinkled patriotically." Robert Russell Bennett, too, should be credited for a masterful musical score, a potpourri of stirring U. S. Army marches, Irving Berlin and George M. Cohan songs, as well as the national anthems of the combatants.

Production costs: $125,000

Sponsored by North American Philips Co. (Norelco shavers), New York, through C. J. LaRoche & Co., Tues., Oct. 16, on NBC-TV, 8-9 p.m. EDT.

Produced by: Henry Salomon; script by: Henry Salomon and Richard Hanser; assistant producer: Donald Hyatt; edited by: Isaac Kleinerman; music by: Robert Russell Bennett; narrated by: Alexander Scourby; assistant film editor: Silvio S'Alisera; research: Daniel Jones, Mel Stuart, Judith Greene.

S.O.S. FROM THE ANDREA DORIA

BY FOCUSING on three cabins of the ill-fated Andrea Doria, last week's *Circle Theatre* telecast told the story of this Italian liner's collision with the Swedish *Stockholm* in terms of intense personal drama: the husband who perseveres against all odds and even hope to free his wife from the weight that is crushing her; the mother's frantic plunge into the dark water in a suicidal attempt to rescue her baby; the quiet heroism of the waiter who stays to help when he was free to go to safety.

First-rate writing, production and acting combined to make an hour of drama that was as believable as it was thrilling, and no one should complain that *Circle Theatre* made no attempt to present a fullscale picture of the tragedy such as Kraft Tv Theatre did so memorably for the *Titanic*. But one can ask why the woman so dramatically thrust into the Petersons' cabin was not identified as Mrs. Camille Cianfarra, but remained nameless throughout the telecast.

Production costs: Approximately $55,000.

Sponsored by Armstrong Cork Co., through BBDO on NBC-TV, alt. Tues., 9:30-10:30 p.m. EDT.

Written by George Lefferts; based on article in Collier's *by Cornelius Ryan. Produced by Robert Costello, directed by William Corrigan, scenery by Bob Wade, costumes by Johnny Boxer. David Susskind, executive producer. A Talent Assoc. Ltd. production.*

Narrated by John Cameron Swayze. Starring Kent Smith, Bibi Osterwald, Margaretta Marsh, Val Avery, Dan Rubinate, John Conwell, Michael Strong, Ray Boyle, Maureen Hurley & others.

AMERICA PRESENTS AMERICA

HOW the United States Information Agency uses radio, television, magazines, newspapers, books, motion pictures, information centers, exhibits and trade fairs in all parts of the world to tell the story of the United States and our national policies and objectives is clearly and interestingly shown in a half-hour film (actually 26½ minutes) just issued by USIA.

Starting with a presidential press conference, the film shows how USIA within minutes is beaming the story overseas on a score or more of frequencies and in as many languages, how at the same time the report is moved for publication in the world's newspapers within hours, how films are processed to be flown abroad for telecasting in Latin America and Europe within 48 hours and the rest of the world within 56 hours. It digresses for a fast look at the Communist machine, then returns to our side to show how we combat the Red propaganda.

Made primarily as a training film for USIA employes, *America Presents America* is also available for tv showings as a public service program. USIA will not permit commercial sponsorship.

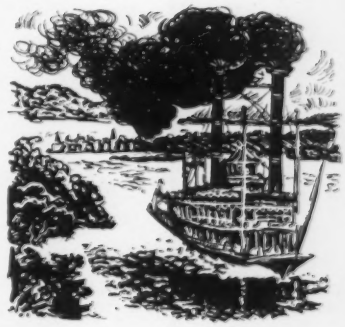
Production cost: Approximately $20,000.

Produced for USIA by Movietone News; director: Jack Glenn; producer: John J. Gordon; film editor: John Hughes; script writer: Carl Pugh.

NAVY LOG

A YEAR's shakedown cruise on CBS-TV seems to have helped *Navy Log*, which premiered last Wednesday on ABC-TV. It is the series which takes an incident involving the Navy and wraps it up in a story line which bears at least some resemblance to the original. Still owned by CBS, it was placed on ABC when the former network could not schedule it to the sponsor's wishes.

The ABC-TV version starts with a brilliant photographic opening showing ships and planes and other phases of the Navy in action. After that it is something less than brilliant, mainly because the producers have stuck in scenes which smack of an amateur. In the opener, for example (it was the story



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Since the sternwheelers first opened our Ohio River Valley to large-scale trade, this region has constantly steamed ahead to greater industrial records.

Today, its array of manufacturing is the most vast in America . . . a solid head-of-steam typified by our own doorstep counties of Cabell and Kanawha (the Huntington-Charleston area) where—say preliminary reports of the new U. S. Census of Manufactures — the value of industry alone is up 55% since 1947, currently over one billion dollars!

This is only part of what you can command with WSAZ-TV. Surrounding our near-quarter-mile-high tower lies America's 23rd television market — four states wide, *four billion dollars* deep in buying potential. You leave a smart wake when you sail aboard WSAZ-TV. Any Katz office can make out a profitable bill of lading for you.

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Similarly, many segments of TV time, much sought after when television began, have enormously increased in value since. And because television continues to expand rapidly (thousands of new TV sets bought daily, viewing time per home keeps increasing), their value will be even greater in the months ahead.

As your Petry representative can quickly show you, no other advertising approaches the impact, flexibility and versatility of Spot TV in selling your product. Furthermore, you spend as much as you want in just the markets you need. May we give you full details on the best TV time segments and programs available in these markets?

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WGN-TV* ..... Chicago	KMTV ..... Omaha
WFAA-TV ..... Dallas	WTVH ..... Peoria
WESH-TV ..... Daytona Beach	KCRA-TV ..... Sacramento
WTVD ..... Durham-Raleigh	WOAI-TV ..... San Antonio
WICU ..... Erie	KFMB-TV ..... San Diego
KPRC-TV ..... Houston	KTBS-TV ..... Shreveport
WHTN-TV ..... Huntington	WNDU-TV ..... South Bend-Elkhart
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THE TAMPA-ST. PETERSBURG METROPOLITAN MARKET
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WFLA-Radio covers the Tampa-St. Petersburg metropolitan market—Florida's SECOND MARKET—where drug store sales are zooming to new highs, and where total retail sales climbed 91% in the ten year period, 1945-1955.

But that's not all! WFLA also delivers an 11-county industrial-agricultural area of more than a quarter of a million radio homes, where weekly payrolls produce high, steady buying power right around the calendar!

Then add this fact! For the past three years, Florida has led the nation in percentage of increase in highway traffic volume. A big share of it travels the highways in the WFLA sales area.

To reach more radio listeners—*more often* — in this big *double-barreled* market, spot your product on WFLA!

(Figures from Consumer Markets)

The Tampa Tribune Stations

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HARRY E. CUMMINGS, Jacksonville, Florida

of Army pilots, oddly enough, who on a mission for the Navy successfully shot down Japanese Admiral Yamamoto, they included a superimposed picture of an obviously faked Yamamoto trying to look mean. This killed the effectiveness of the documentary dogfight action in the background.

The Navy—and ABC-TV and its sponsors—have a good thing going here. Given a firmer hand at editing, it can be better. Most distinct advantage: it follows the high-rated *Disneyland* series, and on Wednesday night you can't ask for more.

Production cost: Approximately $30,000.
Sponsored by American Tobacco Co. (Pall Mall) through Sullivan, Stauffer, Colwell & Bayles and U. S. Rubber Co. through Fletcher D. Richards on ABC-TV, Wed., 8:30-9 p.m. EDT.
Produced by Gallu Productions Inc., Hollywood, for CBS Tv Film Sales.
Producer-director: Sam Gallu; writer: Allan Sloane; production manager: Tom Connors; art director: John Ewing; music director: Fred Steiner.

WIRE SERVICE

PERHAPS as inevitable as death, taxes, political speeches and free-and-equal time bids during an election year, some enterprising writer wormed Joe Smith into a timely political play. Not only worked the symbolic figure into the script but had him trying to assassinate a hungering-to-be-President hopeful from the U. S. Senate.

No political innuendoes intended, Democratic Candidate Adlai Stevenson might have been considerably chagrined to learn that, on Oct. 11 at the the very hour he spoke from the West Coast, Joe Smith, serving (in the play) as Sen. Harvey Clermont's campaign manager was plotting to take the Senator's life. All in all, the Clermont campaign train proved to be the scene of intense intrigue and political chicanery.

Despite an all too pat (and unbelievable) denouement, "Campaign Train" managed to roll along briskly, showing not only journalistic enterprise but all of the petty jealousies and animosities and personality interplays (short of murder, of course) which are popularly associated with power politics. In any event, *Wire Service's* report of Joe Smith's extinction may be premature if not greatly exaggerated at this time—just as the fate of the ABC-TV film series is speculative now because of network power plays directed at that time slot.

Production costs: Approximately $60,000.
Sponsored by R. J. Reynolds Tobacco Co. through William Esty Co., on ABC-TV, Thurs., 9-10 p.m. (EDT).
Cast (Oct. 11): George Brent, Bartlett Robinson, Sidney Smith, Robert Burton, Dayton Loomis, Harry Shannon and supporting players.
A Donald W. Sharpe and Warren Lewis production, filmed at Desilu Studios, Hollywood; associate producer: A. E. (Buck) Houghton; director: Tom Gries; assistant to director: Vernon Keays; writer: Frederic C. Brady. Based on the novel, Campaign Train, *by The Gordons.*

WEST POINT

WE are confused. We're not sure how to categorize this series on life at the U. S. Military Academy. The first episode of the half-hour show, produced by Ziv Television, appeared on the nation's screens Oct. 5 and we don't know whether to call it a Grade B movie-type or an early radio soap opera-type. Whatever its category, we know what our reaction was. Pap.

Here was an opportunity to show actually the century-old spirit of the Corps of Cadets, to picture an institution unique in American life. There was every expectation that something of substance would emanate from this portrayal of life at the Point.

But the movie-makers thought otherwise. Although they claim the episodes are based on actual cases, what came through the first viewing was the old hash—the dedicated upper classman, the plebe who wants to quit, the one-and-only who has a misunderstanding with her boy friend. It was full of "Mister, a cadet is always in uniform," or "Mister, what are the 10 things a plebe must always know," etc. etc. Shades of "Brother Rat."

Production costs: Approximately $35,000.
Sponsored by General Foods Corp., thru Benton & Bowles, on CBS-TV Fridays, 8-8:30 p.m., EDT.
Packaged by Ziv Television Productions; executive producer, Maurice Unger; producer, Leon Benson; directors, Leon Benson, Don Weis, James Sheldon; technical director, Col. Russell P. Reeder; host-narrator, Donald May.
Cast (premier episode): Martin Milner, Don Eitner, Tom Pitman, Richard Tyler, Carolyn Craig, Frank Fenton, Ray Montgomery, George Leigh, Butler Hixon.

SEEN AND HEARD

Dinah Shore's new *Chevy Show* series on NBC-TV (hour-long program scheduled for 10 telecasts during the 1956-57 season, on Fridays or Sundays) got off to a great start Oct. 5, when Dinah and her guest, Frank Sinatra, put on the best song exchange to regale the tv audience since the famed Ethel Merman-Mary Martin ditty duel on the Ford 50th Anniversary telecast in June of 1953 (if it's permissible to mention Ford in commenting on the *Chevy Show*). Sure, the comedy was weak, despite a good try by Dizzy Dean, but who cared as long as Dinah and Frankie were in good voice?

Despite the fact that the second effort in CBS-TV's *Playhouse 90* series—Rod Serling's "Requiem for a Heavyweight" (Oct. 11)—was a masterful contribution to tv drama, it once again served to illustrate that in tv, unlike in any other art form, the writer is subservient to the clock. Whereas the week before, adapter Serling was struggling to jam seven days' worth of material (Pat Frank's "Forbidden Area") into 90 minutes, creator Serling this time was forced to pad his script to the extent of adding 15 minutes to a story that didn't need it. Truly, for the writer, tv is not always the most happy medium.

KTTV

LOS ANGELES TIMES TELEVISION • CHANNEL 11

5746 SUNSET BOULEVARD • LOS ANGELES 28, CALIFORNIA • HOLLYWOOD 2-7111

RICHARD A. MOORE
PRESIDENT

October 15, 1956.

Mr. Charles C. Barry
Vice President, MGM-TV
1540 Broadway
New York, N. Y.

Dear Bud:

At eight o'clock last Friday night, a new era in television began.

That was the moment when KTTV began telecasting its first MGM picture -- "Thirty Seconds Over Tokyo."

For the next two and a half hours, more people watched KTTV than all six competing stations put together.

We had expected that your pictures would cause a viewing revolution, but we never dreamed it would be so drastic and so swift.

As a result, everything in television -- everything -- is changed. New richness is there for the audience. New approaches, new opportunities for stations and advertisers.

We congratulate you and all our friends at MGM-TV. We also congratulate the Colgate-Palmolive Company and Ted Bates & Company on their instinct for great showmanship. In this vast and vital market they have added a new dimension to television's known effectiveness.

Sincerely,

Dick

Richard A. Moore

RAM/gr

P. S.- The ARB Coincidental Survey, with more than 2000 phone calls, gave "Thirty Seconds Over Tokyo" a share of audience of 53.8 -- and an average rating of 30.8. The average ratings for the other channels for the same period were: 7.4, 6.4, 3.7, 3.5, 3.2, and 2.2.

P. P. S.-- All this -- and next week, MRS. MINIVER!

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oebuck and Co. • Seattle Daily Times • Seattle Post-Intelligencer
ne Spokesman-Review • Sports Illustrated • Squibb, E. R., & So p •
a Tribune and Ledger • Tampa Morning Tribune • Tatham-L Textile
Daily World • Union Oil Company of California • U. S. New Dugdale
estinghouse Electric Corp. • Wheeling Intelligencer • Wichi entinel •
legram

*Partial listing on these pages. About 10% of the membership consists of specialized business publications. B•T is the ONLY vertical news magazine specializing in radio-television coverage with ABC membership.

Dominant Leader...
MILWAUKEE
(87 MI.)
LAKE GENEVA
JANESVILLE
HARVARD
ROCKFORD
FREEPORT
BELOIT
DIXON
BELVIDERE
CHICAGO
(90 MI.)
. . . in RESULTS
Advertisers experience proves "REX's" ability to produce sales . . . the most accurate measuring stick of any promotional effort.
. . . in VIEWERSHIP
WREX-TV is favored by viewers in the WREX-TV "Grade A" area by better than a 3 to 1 margin. This fact has been brought out in an extensive viewership survey just recently completed. This dominant leadership results in a far lower cost-per-thousand . . . making WREX-TV your "best buy".
market power!
ROCKFORD, ILLINOIS
WREX-TV
channel 13
CBS · ABC AFFILIATIONS
telecasting in color
REPRESENTED BY
H-R TELEVISION, INC.

OPEN MIKE

An Anniversary Bouquet

B•T wishes to thank the hundreds of friends who took the time to wish us well on the occasion of our 25th anniversary. We regret the space limitations which make it impossible for us to print more than a small sample from our birthday mailbag.

EDITOR:

. . . In the trade magazine field—I prefer to call it a professional magazine since I consider this industry in the category of a profession—none excels the excellent, fine work done by you and your magazine. Maybe we don't always agree with what your editorials say, but you are the epitome of independence and fearlessness in what you say on your editorial page. That is wonderful for the broadcasting industry. It takes a lot of fortitude to write these editorials . . .

George C. McConnaughey, Chmn.
Federal Communications Commission
Washington, D. C.

EDITOR:

It is with real pleasure that I have read the 25th anniversary issue of B•T. As an old friend, I wish to add my hearty congratulations on all that you have accomplished and the reputation you have established in reporting the story of broadcasting over the past quarter-century . . .

You and your staff have done a magnificent job. The broadcasting industry is fortunate in having your fine facilities always ready and available to cover the news . . .

David Sarnoff, Chmn. of the Board
Radio Corporation of America
New York

EDITOR:

BROADCASTING • TELECASTING deserves the commendation of the entire radio-television industry for its comprehensive and accurate reporting in the past quarter century. Your anniversary issue, with its attractive new format, is an auspicious start on your second 25 years of service to the industry.

Leonard H. Goldenson, Pres.
American Broadcasting-Paramount Theatres Inc., New York

EDITOR:

To those of us whose working life has been closely concerned with radio and television for the past 25 years, your silver anniversary issue brought a flood of memories.

More important perhaps is the opportunity provided by your review of the period to see how far we have come and to contemplate what lies ahead.

So what better time than now to salute you for the outstanding job you have done in reporting and commenting on those significant years and to wish you a full measure of success and prosperity in the years to come.

William B. Lewis, Pres.
Kenyon & Eckhardt, New York

EDITOR:

Heartiest congratulations to you and your entire staff on your 25th anniversary.

And if the heft of your anniversary edition is any criterion of your impact on the broadcasting industry, it certainly is great. It was a big book—big in size and big in scope. It reflected only too well the high esteem in which the entire broadcasting industry holds you and your fine staff . . .

Thomas F. O'Neil, Pres.
RKO Teleradio Pictures Inc.
New York

EDITOR:

Congratulations.

You and your associates through B•T have over the past 25 years made outstanding contributions to the radio and television industry and to advertising in general . . .

Arthur Fatt, Pres.
Grey Adv. Agency, New York

EDITOR:

Just wanted you to know that I got a very nice feeling in Monday's magazine to see not only your intense face but also to be reminded of the truly marvelous prestige and stature you have attained. So—congratulations.

C. Terrence Clyne, Chairman
Plans Review Board
McCann-Erickson, New York

EDITOR:

The lead editorial of the first issue of BROADCASTING . . . affirmed its belief in the American system of radio, and stated that this system expressed "a certain genius of the American people—the genius of free enterprise." I believe that everyone throughout our industry will freely admit that B•T and Sol Taishoff have adhered steadily to these objectives and to this affirmation throughout the years . . .

J. L. Van Volkenburg, Pres.
CBS Television Inc., New York

EDITOR:

My warm congratulations to you and your associates on the 25th anniversary of your publication. Your distinctions are many, but not the least is the splendid service you constantly perform for the entire field of mass communications. . . .

Paul C. Smith, Pres.
Crowell-Collier Pub. Co.
New York

EDITOR:

Just a note to let you know how much we appreciated your 25th anniversary edition. It was a great piece of work, outlining so well the many milestones that radio and television have achieved in the past quarter century . . . We hope that B•T will continue for generations to come to be a pace setting publication reflecting the trends in our field.

John B. Poor, Pres.
Mutual Broadcasting System, New York

EDITOR:

During the past 25 years your publication has alerted those of us in the industry to every important change in a field that can not be overemphasized.

Our congratulations on your foresightedness, your leadership and your evaluation of the future.

Norman B. Norman, Exec. Vice Pres.
Norman, Craig & Kummel
New York

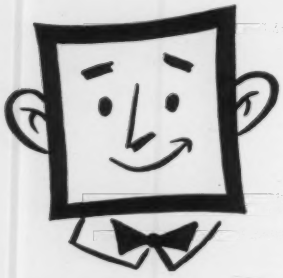
A New Link in the Chain of COMMUNITY SERVICE

Serving Tampa, St. Petersburg and 130 other growing Florida communities, making the WTVT viewing area the 36th largest *year-round* market in America.*

*Source: SRDS Retail Market Data

Owned and operated by The WKY Television System, Inc.
WKY-TV and WKY Radio, Oklahoma City • WSFA-TV, Montgomery, Ala. • WTVT, Tampa, Fla.
REPRESENTED BY THE KATZ AGENCY

square adman
thought
washington
was in d. c.
and greenville
in s. c.



Met an advertising man the other day. Said sure he knew where Washington and Greenville were. They're in D. C. and S. C., he said.

A real square. Right under his nose lies one of America's hottest markets with more NBC unduplicated television homes than Erie, Pennsylvania; Spokane, Washington; Little Rock, Arkansas; Columbia, South Carolina or Montgomery, Alabama.

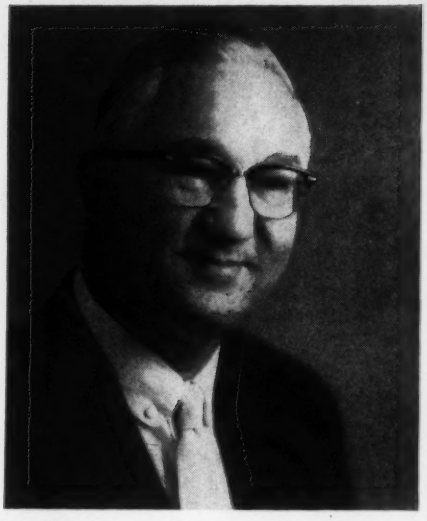
What market? The Washington (N. C.) - Greenville (N. C.) market. And top power, top tower, WITN Channel 7 is blasting every tobacco-picking family in the market with the cream of NBC-TV programming.

witn
channel 7

serving eastern north carolina
transmitter at grifton, n. c.
studios & offices at washington, n. c.
316,000 watts
headley-reed co., rep.

our respects

to HENRY GAINES KELLEY



SHORTLY after World War II, the comfortably prosperous *Greensboro* (N. C.) *Daily News & Record* took a look into the future, a deep breath and then a major media step—entry into the field of electronic communication. Two of the three available broadcast techniques were embraced—fm, spurred by the FCC itself, and television.

Who would direct these costly and complicated operatons? The finger pointed to Gaines Kelley, a busy promoter who had built the newspaper classified department from 1½ columns to two pages besides handling credit and other duties.

With radio experience confined mostly to the dial twisting of an average listener, Mr. Kelley faced the job of providing a suitable building for the fm operation since the fm permit was quickly obtained.

WFMY-FM went on the air April 19, 1948, in a new building close to the newspaper plant, right in the heart of the city.

Though he had extensive experience in selling national advertising, WFMY-FM raised a new problem—national agencies and sponsors wouldn't buy time. The complaint was universal among fm operators. Mr. Kelley sold a lot of local time because local sponsors knew the circulation story and knew that the sports, news and musical programming were popular in the area. Every time a dealer sold an fm receiver, Mr. Kelley put the buyer's name on his list. In five years, WFMY-FM sold only one piece of national business—a $9 hearing aid spot.

Shortly after WFMY-FM was put on the air, the projected WFMY-TV became a busy project. The broadcast plant was small but it had room for a single camera and the batwings were mounted atop the fm tower. WFMY-TV took the air Sept. 22, 1949.

The sales story of WFMY-TV was in sharp contrast to its fm counterpart. Even without a cable the national business flowed in and the station hit the black within 13 months though the first 12 were without live network service. The lone camera was worked overtime. "We were the first in the Carolinas with live tv," Mr. Kelley recalls. The cable came in September 1950 and with it a local sensation—live coverage of the Carolina-Notre Dame game from South Bend and then the World Series.

Sets sold like mad and more national business came. The rest of the story follows a familiar tv pattern—aggressive promotion, imaginative programming and careful management. The full-power ch. 2 signal is now transmitted from a model plant located at the busy Route 29 cloverleaf on the northeast edge of Greensboro. Mr. Kelley designed this plant as he had its predecessor.

Gaines Kelley is a genial, soft-spoken executive. Sometimes slow to reach a decision, he carries through once the policy has been set and those who have watched him when his temperature is up know that he won't stand for any monkey business. His manner is friendly and he goes into a familiar squint when he chuckles.

He married Beulah Morrison, whom he met at an Anniston, Ala., lodge gathering. They have one daughter, Mrs. M. Ray Hunter, wife of a Greensboro dentist. There are four grandchildren.

Mr. Kelley was born Dec. 5, 1902, in Bessemer, Ala., outside Birmingham. His father died in a mill explosion when he was a lad and he was reared by an aunt. After attending grade and high school in Birmingham he got a job at the *Progressive Farmer*, widely circulated farm magazine published in the city. At night he took business administration at YMCA School of Technology.

Starting as a clerk in the magazine's classified advertising department, he had a chance to study other magazine operations while going on tours with the Shrine band, where he was solo trumpeter. He was building up the department, and was transferred to display only to be sent back to classified when that unit began to slip. When he left *Progressive Farmer* in 1932 to move to Greensboro he had built the department into a highly profitable operation that was getting $70 an inch instead of the former 26 cents a word.

The growing North Carolina community appealed to him and he relished the faster pace of the daily newspaper. He quickly became active in the Masonic lodge, Odd Fellows, Junior Chamber of Commerce (charter member) and other organizations. He is a past president of the Lions Club, YMCA director, public information chairman of the Red Cross. On Sundays he is greeter at the door of the First Baptist Church.

Mr. Kelley has one rule that all at WFMY-TV must obey: "Rags or riches, courtesy to all." He is a member of the NARTB 1957 Convention Committee.

You don't have to ring doorbells when you advertise in Oklahoma

FOLKS GAVE US THEIR HOUSEKEYS YEARS AGO

Owned and Operated by
THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman • Oklahoma City Times
The Farmer-Stockman • WKY Radio
WSFA-TV, Montgomery, Ala.
Represented by THE KATZ AGENCY, INC.

Channel 4
© WKY-TV NBC ABC
THE NATION'S FIRST COLOR TELEVISION STATION
OKLAHOMA CITY

Put your small change in Radio

...make a big change in your sales*

*You're looking at a lot more coin than you think.

Adds up to eighty-two dollars, when you take a close look.

And spot radio today is coining a lot more money than you might think.

The reason's simple. More and more advertisers are learning this basic fact:

for just a small part of your budget, you can reach more people,

more often, with radio than with any other medium.

When *you* want to coin money in the country's 14 richest markets, call...

CBS RADIO SPOT SALES

Representing: WCBS, New York — WBBM, Chicago — WCCO, Minneapolis-St. Paul
KNX, Los Angeles — WCAU, Philadelphia — WEEI, Boston — KMOX, St. Louis — KCBS, San Francisco
WBT, Charlotte — WRVA, Richmond — WTOP, Washington — KSL, Salt Lake City — KOIN, Portland, Ore.
WMBR, Jacksonville — The Columbia Pacific and Columbia New England Radio Networks.

1170 on your dial

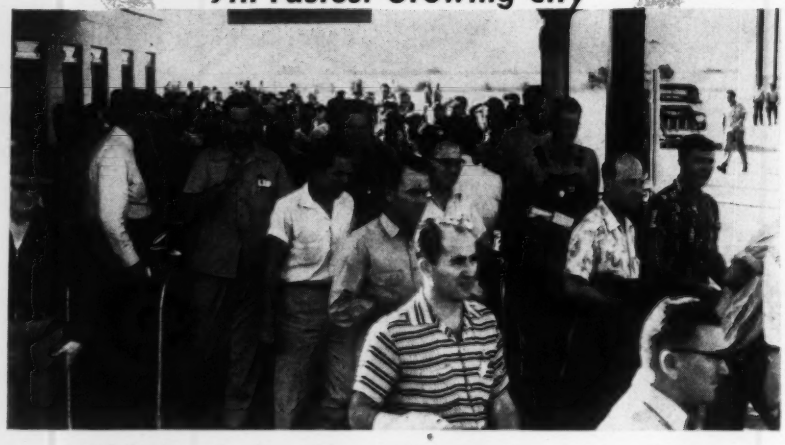
KVOO

channel 2

The right combination to sell...

OKLAHOMA'S No. 1 Industrial* Market

Tulsa, America's 9th Fastest Growing City



Oklahoma's Manufacturing Center is at TULSA'S FRONT DOOR...

With a 95% increase in industrial payrolls in just seven years,* Tulsa is the heart of Oklahoma's greatly expanding industrial growth. Within the 40 Northeast Oklahoma counties, of which Tulsa is the geographical AND shopping center, lies most of Oklahoma industry. With plenty of water, gas and electricity, *this* is the area that will continue to grow and expand. *This* is the area where consumer buying power IS growing and expanding! *This* is the place where KVOO RADIO and KVOO TV deliver maximum selling power with Tulsa's TOP TWOSOME! Call Blair-TV or Petry-RADIO for details.

*U. S. Census Bureau Latest Report

RADIO Represented by EDWARD PETRY CO.

KVOO

TELEVISION Represented by BLAIR TV

1170 KC • 50,000 Watts TULSA, OKLAHOMA Channel 2 • Maximum Power

BOBBIE LANDERS

on all accounts

TIMEBUYING being the compound of calculations and complexities it is today, Bobbie Landers of John W. Shaw Adv., Chicago, may be excused for the typical timebuyer's complaint that there are just not enough hours a day to whip up available spot market calculations.

Despite this problem, Mrs. Landers apparently manages to hold up well in spot timebuying activity for such advertisers in the Shaw shop as Colgate-Palmolive Co. (Colgate shave cream), Quaker Oats Co., Lumberman's Mutual Casualty Co. and other clients (such as Dormeyer Corp. and Webcor Inc.) which may become active from time to time.

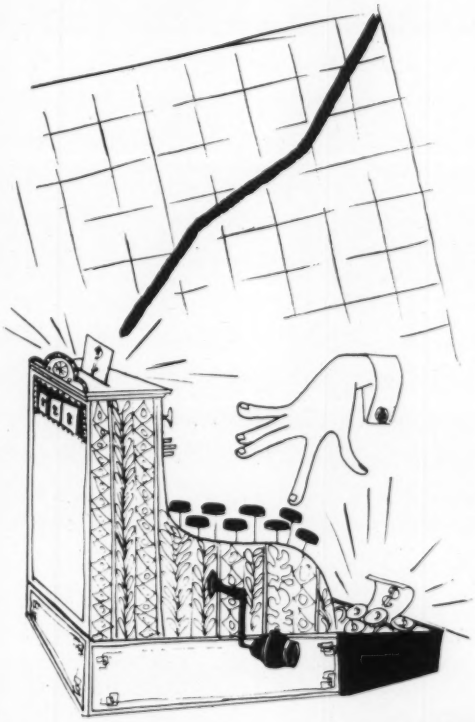
Mrs. Landers can look back to the days when she had never heard of the word "timebuyer."

Born in Glen Ellyn, Ill., on April 17, 1929, and reared in that Chicago suburb, Roberta Mae (Francis) Landers attended Glenbard Township high school there and William Woods College. After the usual garden variety of summer jobs (she majored in radio) Mrs. Landers got her first fulltime chore directing and producing home talent shows for an agency. She entered the "industry" as assistant music librarian and, later, traffic girl at WIND Chicago in 1950, resigning to become secretarial assistant to the promotion-production chief of Mercury Record Corp. in 1952.

Mrs. Landers entered advertising in 1953 and she joined the Shaw agency in February 1955. She has been responsible for spot radio-tv schedules (in the top 21 markets) for Colgate, spot radio for Quaker's Corn Meal and tv for Aunt Jemima Corn Bread Easy Mix and network radio for Lumberman's (Kemper's Insurance—five minute election trends program on NBC). In the past she has purchased network tv availabilities for Dormeyer and Webcor.

Bobbie Francis was married to Carl Landers, in June 1955. She has been active in politics (the Young Republicans Club) and holds membership in the Junior Women's Adv. Club and Broadcast Adv. Club of Chicago. Her hobbies are water and snow skiing.

Pulse* and National Cash Register** Agree! WKMH best Radio Buy in all Detroit!



*According to Pulse:

. . of all Detroit-area stations, regardless of power, WKMH cost per thousand is *lowest* . . . 33% lower than its nearest morning competitor . . . 20% lower than its nearest afternoon competitor! Why, then, shouldn't everybody agree that WKMH *is* the best radio buy in Detroit!

**According to your Cash Register:

. . . if you prefer *more* solid evidence that WKMH is Detroit's top radio buy, we refer you to the businesses whose cash registers have been made to ring by the consistent use of WKMH. Of course, the National Cash Register Company didn't conduct the survey . . . and we ask their forgiveness in using their name so glibly . . . but it's probably been their *tills* that have been *telling the tale* of the bigger and better results of WKMH's lower cost advertising!

DEARBORN **WKMH** DETROIT

FRED A. KNORR, Pres. . . . JOHN CARROLL, Mg. Director

Represented by Headley-Reed

SAVE up to 15%

By Buying 2 or More of These Powerful Stations

WKMH	WKMF	WKHM	WSAM
Dearborn-Detroit	Flint, Mich.	Jackson, Mich. Jackson Broadcasting & Television Corp.	Saginaw, Mich.

BUY ALL 4 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

KNORR BROADCASTING CORP.

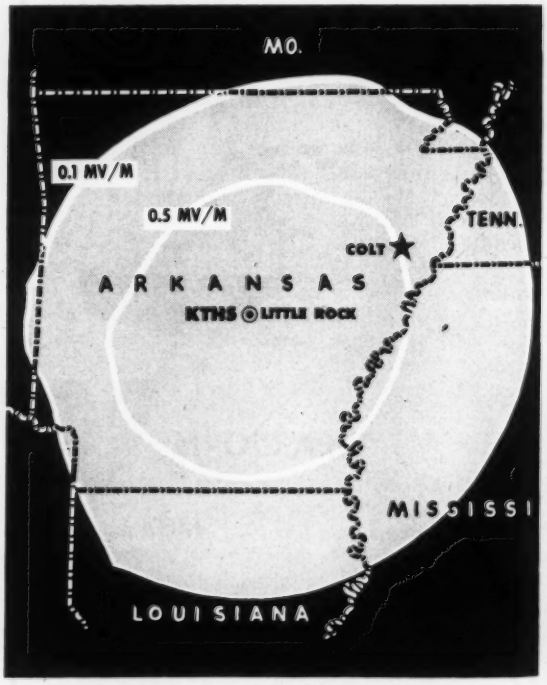
KTHS (LITTLE ROCK)

Prances Into COLT, Too!

KTHS—Basic CBS Radio in Little Rock — does a tremendous job there, *and in most of the rest of Arkansas, too!*

For example—KTHS delivers *Colt* (Ark.), a little Francis County town that's a good 100 miles from Little Rock. Colt is one of *hundreds* of smaller Arkansas communities that combine with Metropolitan Little Rock to give KTHS *interference-free daytime coverage of 3,372,433 people!*

Let your Branham representative give you all the big KTHS facts.



The Station KTHS Daytime primary (0.5MV/M) area has a population of 1,002,758 people, of whom over 100,000 do not receive primary daytime service from any other radio station . . . Our interference-free daytime coverage area has a population of 3,372,433.

KTHS 50,000 Watts CBS Radio

BROADCASTING FROM

LITTLE ROCK, ARKANSAS

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President
B. G. Robertson, General Manager

BROADCASTING
TELECASTING

Vol. 51, No. 17 **OCTOBER 22, 1956**

GOLDENSON GETS HIS WAY WITH ABC

- **Bob Kintner resigns as president of networks, cites 'substantial dispute concerning policy'**
- **Oliver Treyz accepts post as head of ABC-TV; Norman Cash will succeed him as TvB president**

THE THIRD ACT in ABC's drama of tugging at the top executive level was played out last week. But instead of a final curtain, the action looked more like a prologue of what's to come.

The resignation of Robert E. Kintner from the network's helm (with a $280,000 lump sum contract settlement) and the shift of command to Leonard H. Goldenson, 50-year-old president of the parent American Broadcasting-Paramount Theatres, were seen as only the beginning of a new corporate drive to place ABC on a more nearly equal footing with the two top networks.

As acting head of the network, Mr. Goldenson announced his first appointments:

- Oliver Treyz, president of Television Bureau of Advertising for the past 22 months and before that director of ABC Radio, was returned to ABC as director of the tv network. It is expected that Mr. Treyz will be elected a vice president at the next AB-PT board meeting.
- John H. Mitchell, for the past two years head of the tv network, was moved to special assistant to Mr. Goldenson.

Mr. Goldenson indicated the new management theme in his comments on the appointment of Mr. Treyz when he said the research, administrative and sales experience, as well as a personal record of achievement, of the former TvB head "qualify him for setting a management pattern in line with the accelerated rate of progress we are now establishing at ABC."

By Thursday this "accelerated rate" was much in evidence. On Wednesday afternoon, Mr. Goldenson, Mr. Treyz and Don Durgin, vice president in charge of ABC's radio network, called on such top agency executives as Ben Duffy, president of BBDO, to explain the change of command at ABC and to assure them of a continued network vitality. The trio also called on several national advertisers, it was learned. Mr. Goldenson planned to appear in Washington last Friday to confer with various government officials, members of the FCC in particular.

Still other meetings with New York agency executives were scheduled for today (Monday) for Messrs. Goldenson, Treyz and Durgin.

As early as Tuesday, the day Mr. Kintner's resignation was announced, Mr. Goldenson had circulated a letter to all of the top executives at agencies whose clients are sponsors on ABC. This letter pointed up Mr. Goldenson's aim of building "a strong versatile organization [at ABC]."

An exchange of letters between Mr. Goldenson and Mr. Kintner was made public Tuesday, revealing that the two held major differences in policy (see texts, next page).

These differences reportedly included the many facets of network operation in addition to the already existing cleavage on AB-PT's board (Mr. Kintner also has resigned from the board), with 13 of the 17-man board identified as "Paramount" men, and the others as "ABC men" from the years before ABC merged in 1953 with United Paramount Theatres.

Basic disagreements, however, can be summarized briefly as:

- Executive responsibility. Mr. Goldenson reportedly has felt the network should be developing young executives, with a broadening of operations and scope. It was understood that Mr. Goldenson has emphasized a need for further delegation of executive authority.
- Tv station affiliations. The AB-PT president as well as other "Paramount" board members, it was understood, have been campaigning for a more vigorous fight for affiliations even to the extent of directly battling against the two other tv networks.
- Tv time clearances. In this area, the objectives are comparable to those in obtaining station affiliations. Cited is the success ABC-TV has had in station clearance for its popular *Disneyland* series (Wed. 7:30-8:30 p.m.). That program has been clearing nearly 200 stations for at least one of its three sponsors.

While these factors are surface differences, a background of a changing market place for AB-PT's services has been developing over the more than three years that United Paramount Theatres has combined its resources with those of ABC. At that time, UPT's theatre business accounted for much of the corporation's revenues. But ABC since then has moved steadily forward. Theatre gross has been on the decrease while ABC broke into the profit column last year.

In the meantime, AB-PT has embarked on a long-range plan to improve its capital. AB-PT has $37 million in loans from banks and the Metropolitan Life Insurance Co. and is on record as negotiating for additional money. Part of the new loan would be invested in the broadcast division, the remaining fund set aside for the use when needed.

Earlier this year, Mr. Goldenson told a stockholders' meeting in New York that the cash was needed to expand ABC's tv facilities and to prepare the network for color television. This need for cash first emerged when ABC made its agreement with Walt Disney, a contract which proved to be the "turning point" for the network [B•T, May 21].

At that same meeting, Mr. Goldenson had noted that the continuing policy of disposing of unprofitable theatre units also would improve AB-PT's cash position.

In announcing Mr. Kintner's resignation

THE NEW triumvirate at ABC is headed by Leonard H. Goldenson (c), president of AB-PT and now in direct charge of the network. Don Durgin (l) will head the radio network; Oliver Treyz (r) the tv network.

as ABC's president and as vice president and a director of AB-PT, Mr. Goldenson said:

"Mr. Kintner's decision to leave ABC terminates an association which I, personally, have respected. We all wish him every success for the future."

How long Mr. Goldenson will act as president of ABC was left up in the air in the AB-PT announcement, which said only that he would "assume direct supervision of the broadcasting division in addition to his present duties as president of AB-PT."

It was believed, however, that once executive strength is built up in the network, Mr. Goldenson will then return full time to the AB-PT presidency. This could be as long as six to nine months.

Mr. Kintner's contract settlement totaled $280,000 in a lump sum which included an anticipated base salary at the rate of $100,000 a year, anticipated overrides on new business and severance consideration.

Mr. Treyz, who was earning approximately $30,000 a year as TvB's president, reportedly will receive $50,000 a year at ABC.

Mr. Treyz, who was 38 in April, has had a dynamic career in the broadcast world. After graduation from Hamilton College in 1939, Mr. Treyz joined WNBF Binghamton, N. Y., serving at various times as announcer, newscaster and salesman. Two years later, he went to BBDO working in program development. After service in the Army, Mr. Treyz in 1946 went to Sullivan, Stauffer, Colwell & Bayles, concentrating on research. He became manager of the research department there.

In July 1948, he entered ABC as a presentations writer; two years later was made director of presentations; early in 1951 advanced to director of research and development and on Nov. 1, 1954, was appointed director of ABC Radio.

At ABC, Mr. Treyz worked closely with Mr. Kintner, teaming up with the network president in the sale of the one-hour, prestige *U. S. Steel Hour* to U. S. Steel Corp. (since moved to CBS-TV) and a $2 million contract to Philip Morris for ABC Radio.

Mr. Treyz' career since that time has been along the path of a builder. He took the reigns of TvB as it formally opened for business in New York on Jan. 1, 1955, having been appointed as its first president near the end of 1954.

In accepting Mr. Treyz' resignation from TvB, W. D. (Dub) Rogers Jr., Texas Telecasting Inc., and chairman of the TvB board, said he and his colleague board members did so "with deep regret." He issued a three paragraph statement lauding Mr. Treyz' contribution, noting that there was no better evidence of his effectiveness as the organization's first chief executive than the tremendous growth of TvB from a small charter membership to one which now includes 212 stations, 15 station representatives, and all of the television networks.

He continued:

"It is a tribute to TvB that one of its men has, by virtue of his proven ability, advanced with and in this dynamic force, television. We are particularly proud that the bureau, from a standing start a scant 22 months ago, has developed to its present position of high esteem in the broadcast and advertising worlds.

"TvB owes Treyz a salute, not only for a job superbly done to this point, but also for a blueprint for future expansion, both within the bureau and in its continuing program of bringing original research and new information to advertisers. He has developed TvB's manpower into a hard-hitting and effective team. We have every confidence that TvB will continue his aggressive, forward-looking and productive program."

Before Mr. Mitchell became head of the tv network at ABC, he was vice president and general manager of WABC-TV New York and vice president in charge of WBKB (TV) Chicago, both ABC-owned.

His prior association was with Great States Theatres Inc., a subsidiary of the Balaban & Katz Corp. In 1948, Mr. Mitchell became general manager of the Balaban & Katz tv station in Chicago, leaving that post to join ABC.

The Correspondence of Resignation:

October 12, 1956

Dear Mr. Goldenson:

We are in substantial dispute concerning policies relating to the organization and operation of the American Broadcasting Company.

I know that I need not point out to you the tremendous progress made by ABC over the last two years—concretely verified by the substantial profits ABC has made and is making; by the popularity of our programming with the public; by the loyalty, and support of our station affiliates and by the greatly increased use of ABC television and radio facilities by the top advertisers of the country as well as by those of lesser size.

In view of the nature and extent of our differences on policy, since you are, as president of American Broadcasting-Paramount Theatres Inc., the head of our enterprise, it is my desire to resign, effective immediately, as president of the American Broadcasting Company; as vice president of American Broadcasting-Paramount Theatres Inc., and as a director of American Broadcasting-Paramount Theatres Inc.

Because of the substantial business already placed by advertisers on the ABC radio and television networks and on its owned stations for the 1956-57 season, which I am sure will be supplemented by ABC's share of additional business, I have no doubt of the earning potential of ABC.

Of course, I wish you, the company and all its employes success.

Sincerely,
Robert E. Kintner

October 12, 1956

Dear Bob:

I have your letter of resignation. As you state, we have major policy differences concerning the operation of ABC. Therefore, I am submitting to our board of directors your resignation as president of American Broadcasting Company, as vice president of American Broadcasting-Paramount Theatres Inc., and as a member of the board of directors of American Broadcasting-Paramount Theatres Inc.

In accepting the tender of your resignation, I do want to commend you for all your efforts in behalf of ABC. No one knows better than I the industry with which you approached every task. Consequently, no one regrets more than I that irreconcilable differences exist between us with respect to policies of the company. Your reputation in the business is of the best, and the differences between us as to policy matters are such as often arise between men of good will.

Thank you for your good wishes.

Sincerely,
Leonard H. Goldenson

QUICK ACTION MAKES CASH TvB HEAD

ELECTION of Norman E. (Pete) Cash to succeed Oliver Treyz as president of the Television Bureau of Advertising was announced Thursday by W. D. Rogers Jr., chairman of the TvB board.

MR. CASH

Mr. Cash, a vice president at TvB since November 1955, joined TvB as the first Treyz appointment to the bureau after it had been created. He was named director of station relations in mid-December of 1954 and has been the "senior executive" of TvB since that time.

Mr. Rogers, president of Texas Telecasting Inc. (KDUB-TV Lubbock and KPAR-TV Sweetwater-Abilene), said the appointment was effective immediately.

He reported that after they had learned of Mr. Treyz' decision to join ABC, TvB board and executive committee members were polled as to his successor. Mr. Rogers said he was "happy" to announce that the "unanimous and enthusiastic choice was Pete Cash, whose contributions to the bureau's expansion is well-known . . ."

Mr. Cash was eastern sales manager for ABC before he joined TvB on Jan. 3, two days after its official start. He began his career as a customer's man with a Wall Street firm after graduation from New York U. in 1938. He entered broadcasting as a page boy at NBC, served successively as a producer, sales representative and director of station relations.

He moved to Crosley Broadcasting in 1952 as assistant sales manager and shortly became general sales manager. He joined ABC in 1953 and was made eastern sales manager in 1954.

DEMOCRATIC GROUPS ASK BROADCASTERS TO INSERT FREE CAMPAIGN MENTIONS

Dollars for Democrats letter to disc jockeys and announcers wants plugs for fund drive, while country music organization asks for various campaign support, including air mentions when management will allow it. Some broadcasters charge 'time stealing.'

POLITICAL campaigning took a new twist in the final weeks of the Presidential race as two Democratic groups asked microphone personalities to speak unofficially on behalf of the Stevenson-Kefauver ticket.

Over the signature of Joseph Edward Smith, Oakland, Calif., attorney and former mayor, the Stevenson-Kefauver Campaign Committee asked disc jockeys and announcers to include get-out-the-vote messages in their programs. Mr. Smith signed the letter as honorary chairman of Dollars for Democrats. The letter appeared on the stationery of Stevenson-Kefauver Campaign Committee, James A. Finnegan, chairman, and Hyman B. Raskin, treasurer.

A second appeal was circulated to disc jockeys by Country Deejays for Estes & Adlai. It appeared over the signature of Connie B. Gay, country music m. c. and owner of WTCR Ashland, Ky., and KLRA Little Rock, Ark. At the National Business Council for Stevenson it was indicated that the council had inspired the Gay letter.

The letters brought protests from broadcasters who contended this technique might put a station in the position of violating Sec. 315 of the Communications Act. It was noted, also, that the letters were sent to air personalities instead of station management.

In addition the letters brought strong disclaimers from one official of the Democratic National Committee, who said he hadn't heard anything about it, and a threat by the Republican National Committee to demand equal time.

"Time stealing," some broadcast and Republican groups labeled the requests for air mentions.

The Stevenson-Kefauver Campaign Committee appeal was sent under date of Oct. 8. A post card was enclosed asking recipients to describe how they responded to the appeal.

Chairman Smith opened his letter to station personnel by explaining he knows "too well the needs of a party running a campaign on limited funds," adding "That's why I am coming to you, not for money, but for equally important assistance." Describing the fund-raising drive, he continued, "Now, anything you can do to communicate to your listeners that Oct. 16 is Dollars for Democrats Day will be extremely helpful. Any mention of Dollars for Democrats Day will further impress the date on the minds of your listeners.

"On the attached sheet, we have included a number of suggestions which might help you incorporate these mentions in your format. Of course, you are best able to create ideas that will fit easily into the format of you own show."

Here are some suggested announcements included with the letter, as prepared by the "Stevenson-Kefauver Radio-Television Committee":

"Got a letter from the Stevenson campaign headquarters asking me to mention that Oct. 16 is Dollars for Democrats fund-raising day. Sorry, gentlemen, I can't mention it."

"I got a big, detailed release on Dollars for Democrats Day, Oct. 16. They say that a half-million people will ring doorbells in an attempt to raise money to keep Adlai Stevenson on television. Boy, what a life these politicians have. If I tried to get a sponsor the same way, they'd throw me off the air."

". . . . . I was asked if I'd ring doorbells during the upcoming Dollars for Democrats fund drive on Oct. 16. I said I'd be more than happy to help, but I made them promise that they wouldn't use the money I collected to buy time opposite my show."

Here's Joe Smith

"Seems like all you hear about nowdays is the name Joe Smith. He turned up first as an imaginary candidate for vice president at the Republican convention—and left pretty quickly too. Now I see he's working for the Democrats as honorary chairman of Dollars for Democrats Day, Oct. 16. For a man who doesn't exist, Joe Smith gets around."

Contacted in Oakland by B•T, Chairman Smith said, "Frankly, I don't know the details. I suggest you contact the committee in Washington."

Sam Brightman, public relations director for the Democratic National Committee, said the intent of the Smith letter "is not to bamboozle stations, but to try to get publicity for the party's small contributions program."

"Our feeling," he said, "is that the party should be supported by small contributions. We would be delighted if the Republicans would do the same thing," he said.

He said he didn't think it was the intention of Mr. Smith to circumvent the station manager by sending the letter and suggested disc jockey patter directly to disc jockeys and announcers.

It is the common practice of people who handle such campaigns as appeals for multiple sclerosis and heart funds to send letters directly to the disc jockeys, he said. Mr. Brightman said the suggested announcements were prepared by Lee Schooler, Chicago public relations man, at no cost to Democrats.

The Smith letter was sent to "200-odd" disc jockeys at various stations, he said.

Genesis for the publicity appeals goes back to the suggestion by *Washington Post* Publisher Phillip Graham's suggestion that appeals be made for small contributions to both parties on all media, through cooperation by Democrats and Republicans with The Advertising Council, according to Mr. Brightman. When GOP leaders refused to cooperate, Democrats decided to go ahead with their own campaign for small contributions, he said.

The Democratic National Committee sent newspapers coupons to run, which a reader might fill in and return a small contribution to the party of his choice. Local Democratic leaders also were given suggested spots to furnish to local radio stations, asking the listener to contribute to the party of his choice, Mr. Brightman added.

He said the Democratic National Committee had nothing to do with Mr. Gay's campaign to enlist the aid of country music disc jockeys.

Mr. Brightman didn't feel the letter promotion was any "effort to perpetrate some kind of a dark plot." The letters, he said, were not written and sent in secret.

J. Leonard Reinsch, executive director of the Cox stations and radio-tv counsel to the Democratic National Committee, said he was "totally unaware of it." Asked if his stations would carry the proposed broadcast material, he emphatically answered, "No."

L. Richard Guylay, Republican National Committee public relations director, said his party takes "a very dim view of this technique," and that the GOP, where it finds the announcements have been used by stations, will demand "equal time."

This method of "getting around paying for time amounts to stealing the bread and butter from legitimate channels," Mr. Guylay said, adding that Republicans "aren't surprised." The Democrats, he said, are pleading poverty, although their candidate is a Wall Street millionaire who has adopted "a hole in his shoe as a coat of arms." The Democratic candidate, he said, "takes to the phony approach."

Bertha Adkins, assistant to the chairman, Republican National Committee, has this comment:

"This is nothing more than a barefaced effort by the Stevenson-Kefauver Campaign Committee to steal time on the air. Furthermore, I'm not at all sure that it isn't a clear-cut violation of the Federal Communications Act of 1934.

"The falsehoods and distortions of facts spread by this organization are topped only by its effrontery. In this case, they not only ask responsible broadcasters all over the nation to give one of their projects free plugs on the air, but they attach suggested patter as well. This is a fair campaign practice?"

The attempt to bring country music m.c.'s into the Democratic campaign originated at the National Business Council for Stevenson, according to Lou Poller, owner of now dark WCAN-TV Milwaukee and a member of the council. He told B•T the move was designed to get out the vote as well as to stimulate personal appearances and broad-

Double Returns

ALTHOUGH he was not involved in the state's primary election, Utah's Republican Congressman William A. Dawson last month managed to keep himself identified with the voting public through the use of radio. He sponsored the state's primary election returns on KDYL Salt Lake City. The KDYL account executive who came up with the idea was Russell D. Grange, and Hoggan & Hall, Salt Lake City, was the agency. KTVT (TV) Salt Lake City and KDYL had local Jaycee members phone in results from each of the state's 29 counties to keep their coverage accurate. To prevent a prankster from phoning in false results, a series of code words was used.

cast messages by m.c.'s. He contended the broadcast angle was "incidental."

Mr. Gay's letter included these observations:

"Exactly who will win the two top spots depends to a great deal on you and I and a couple of thousand other country music disc jockeys. Just as disc jockeys have pushed the Webb Pierce's, the Johnny Cash's and the Elvis Presley's over the top—so can we give a heck of a boost to that party which has done the most for the country music listeners we serve.

"It is my sincere belief that Estes Kefauver and Adlai Stevenson are the two men who fill the bill. That's why a group of us have banded together to form the Country Deejays for Estes and Adlai, and this is your invitation to join us now. We have little more than a month to go. We need you today. The opposition is well-oiled; well-heeled; highly organized against the little man that we country music leaders are dependent on for our bread and butter.

"Now, here's what you can do at once:

"First. Bear in mind that we're after your heart—not your money. Let's all 'Spin to Win.' The CMDJ is the master of ad-lib. Use it wisely—use it well. Tell your people about Adlai and Estes and get 'em out to vote on Nov. 6.

"Second. Be active, be seen, be in there pitching at every drop of the hat. Whenever Sen. Kefauver or Gov. Stevenson or any other Democratic leader visits your community or listening area, get on the bandwagon."

Mr. Gay added this admonition, "Holler, pitch, broadcast the truth. Tell the folks that we're going to win because by Granny, we are. Won't you write me a note and let me know how you are going to help? Please do."

The letter was designed mainly to induce m.c.'s to take an active part in local campaigns and to broadcast their own views if station management gives them commentator rights, Mr. Gay told B•T. "If Fulton Lewis jr. can do it on 400 stations, why can't Joe Doakes do it in a single city as a commentator?" he asked, adding that on the other hand he had wired his own stations not to take any stand whatever in the campaign.

One broadcaster who took a dim view of the Gay proposal was John Carl Morgan, general manager of WFVA Fredericksburg, Va., who commented that Mr. Gay was "suborning an illegal act. You're suggesting to people who may or may not understand the aforementioned (Communications) act that they sneak in some politicking on behalf of given political candidates." He said any such activity on his staff would be cause for immediate dismissal. "I wish you the very worst of luck in this activity," he added.

Democrats Stage 'Tele-Rally' On TNT Closed Circuit Tv

THEATRE Network Television Inc., New York, was retained by the National Democratic Committee and local groups supporting the Stevenson-Kefauver slate to stage a closed-circuit "Tele-Rally" Oct. 20 starting at 10:30 p.m. EST.

The telecast, which linked 100 special $100-a-plate dinners in 60 cities scattered over 26 states and the District of Columbia, combined the features of a political rally and a Broadway show.

Scheduled to address the guests were: Mr. Stevenson (from Chicago), Sen. Kefauver (from Los Angeles), former President Harry S. Truman (from Washington), Mrs. Eleanor Roosevelt (from New York) and Sen. John F. Kennedy (D-Mass.) (from Indianapolis).

After the speeches, viewers were to see and hear "Seventeen Days to Victory"—a tv "spectacular" by Richard Rodgers, Oscar Hammerstein II, novelist Herman Wouk, director Moss Hart and playwright Alan Jay Lerner, and produced by Marc Daniels and NBC's Fred Coe. Participating in the entertainment from various pick-up points throughout the U. S. were: Frank Sinatra, Marlon Brando, Bette Davis, Gary Merrill, Sammy Davis Jr., Paul Douglas, Tallulah Bankhead, Robert Ryan, Henry Fonda, Leonard Bernstein, Nancy Olson, Mitch Miller, and Harry Belafonte.

Political Tv Use Outlined

MEMBERS of the Erie, Pa., Advertising Club were cautioned last week by a New York advertising agency executive that a political candidate cannot be sold "in the same manner as a tube of toothpaste." Addressing the opening meeting of the Erie group, Lloyd G. Whitebrook, vice president of Kastor, Farrell, Chesley & Clifford Adv., New York, who was active for the Democratic Party during the 1948 Truman vs. Dewey campaign, said that the importance of the agency in political campaigning has risen considerably since the advent of tv. "No other single means of communication," he said, "has had such a marked effect on voting habits . . . with the exception of a personal visit by a candidate."

ABC to Use New Technique For Election Night Returns

A NEW trend-spotting technique will be utilized by ABC throughout its election night coverage on radio and television to indicate the drift of returns, it was announced last week by John Daly, vice president in charge of news, special events, sports and public affairs.

The technique, based upon the historical voting records of 54 "carefully-selected" election units—wards, districts and counties—was developed by ABC News in cooperation with a *Collier's* magazine team headed by Louis Harris of Louis Harris Assoc. The returns from the pre-selected key units, Mr. Daly said, "will indicate, as they have in the past, how such key blocs as labor, racial groups, farmers and others are voting . . ."

Mr. Harris will issue a series of six reports over ABC on election night, one as each set of units reports complete returns. The Harris organization will have more than 100 correspondents in the field, each with a direct, open phone to New York. Mr. Harris will then point out the trend shown by each set of returns.

Plans for Election Night Readied by CBS Radio, Tv

CBS election night radio-tv plans have been released. In the blueprints: a team of about 250 newsmen, analysts, clerks, production personnel handling respective chores; Remington-Rand's "UNIVAC", the electronic "brain," and a kickoff of CBS Radio reports on election night two hours ahead of CBS-TV's 9 p.m. starting time.

Anchorman for CBS Radio will be Bob Trout and for CBS-TV, Walter Cronkite. Although both will cover the election reports "separately," they will draw upon a pool of CBS newsmen and analysts consisting, among others, of Charles Von Fremd, George Herman, Wells Church, Stuart Novins, Ned Clamer, Peter Clapper, Allan Jackson, Larry LeSueur, Bill Shadel, Neil Strawser and Dallas Townsend. Additionally, four members of CBS' campaign cavalcade—which followed the progress of the four candidates throughout the primary and convention season—will be called upon to interpret the voting behavior of the nation by regions: Charles Collingwood (East), Dick Hottelet (Far West), Blair Clark (South) and Bill Downs (Midwest). Ed Murrow and Eric Sevareid will once again act as key analysts, with public opinion pollsters Sam Lubell and Elmo Roper assigned to their now-familiar beats of humanizing statistics.

CBS Radio's activities will be supervised by Robert A. Skedgell, CBS news executive producer for radio. Those on the tv side will be handled by Elmer Lower, director of special projects, while production and direction chores for CBS-TV will be in the hands of Paul Levitan and Don Hewitt, respectively. CBS News Director John Day will head the news desk.

Douglas Edwards has been assigned to "cover" UNIVAC at Remington-Rand.

TV NETWORK BUYS AND BUYERS

Top Ten Tv Network Advertisers In July 1956

1.	Procter & Gamble	$3,798,969
2.	Colgate-Palmolive	1,513,285
3.	Gillette Co.	1,424,427
4.	General Foods	1,334,715
5.	American Home Prods.	1,225,458
6.	General Motors	1,107,873
7.	Lever Bros.	1,038,260
8.	Chrysler Corp.	940,525
9.	General Electric	879,581
10.	R. J. Reynolds Tob.	854,752

PROCTER & GAMBLE'S $3.7 MILLION JULY GROSS TOPS FIELD

PROCTER & GAMBLE Co. spent more for network tv alone—nearly $3.8 million gross—last July than it did for network tv and network radio combined in July of last year. P & G in July 1955 spent a little more than $3.1 million for network radio and tv (gross time charges).

According to computations based on Publishers Information Bureau reports on network gross billings for July of this year, exactly half of the top 10 tv network advertisers increased their expenditures over July of 1955 and the other half decreased their outlay.

Those leaders which increased their spending: P & G, General Foods, American Home Products, General Motors and General Electric. Down were Colgate-Palmolive (although it placed second); Gillette, Lever Bros., Chrysler Corp. and R. J. Reynolds.

Total gross billings in network tv, however, showed a gain over July of 1955, from nearly $30 million to more than $37.6 million.

Tv network time sales showed marked increases for a number of product groups. Insurance, for example, went from only $13,190 in July of 1955 to $364,949 last July, mainly on the strength of a single advertiser, Prudential Insurance Co. of America, which spent $277,665 in network tv in July of this year. (The only insurance money in network tv in July 1955 was that invested by Prudential—for the sponsorship of the *Garry Moore Show* on CBS-TV that month.)

Still other categories which gained substantially: toiletries; soaps, cleansers and polishes; jewelry, optical goods and cameras; industrial materials (from $347,274 to over $1 million); household furnishings; food and food products; drugs and remedies; building materials and agriculture and farming. Beer, apparel and smoking materials were off slightly, whereas gasoline was whittled by half. Automotive, supposedly a network tv product expected categorically to dip drastically this year, showed no such signs in July, actually gaining a slight edge over its expenditure made in the same month a year ago.

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR JULY AND JANUARY-JULY 1956 COMPARED TO 1955

	July 1956	Jan.-July 1956	July 1955	Jan.-July 1955
Agriculture & Farming	49,290	$ 390,219	$ 19,845	$ 39,690
Apparel, Footwear & Access.	143,003	1,695,005	145,920	1,960,681
Automotive, Auto Equip. & Access.	3,766,446	34,795,235	3,670,220	24,810,345
Aviation, Aviation Access. & Equip.	....	....	25,425	59,340
Beer, Wine & Liquor	583,487	4,060,393	614,871	4,305,825
Building Materials, Equip. & Supplies	187,079	2,058,232	50,100	672,835
Confectionery & Soft Drinks	387,464	5,607,649	239,404	4,578,285
Consumer Services	322,911	1,293,904	....	752,796
Drugs & Remedies	3,096,246	21,406,030	1,771,320	12,310,515
Food & Food Products	7,318,096	50,873,503	5,829,496	46,295,708
Gasoline, Lubricants & Other Fuels	212,238	2,463,873	410,946	2,696,237
Horticulture	4,948	208,401	....	109,669
Household Equipment & Supplies	2,066,605	17,273,130	2,095,169	17,670,742
Household Furnishings	207,120	2,670,072	3,277	1,631,500
Industrial Materials	1,042,742	5,764,890	347,274	4,063,899
Insurance	364,949	2,581,100	13,190	1,045,890
Jewelry, Optical Goods & Cameras	396,531	3,361,026	174,305	2,718,606
Office Equip., Stationery & Writing Supplies	274,075	2,435,702	249,098	3,374,671
Political	....	5,295	....	....
Publishing & Media	199,120	724,773	36,784	418,346
Radios, Tv Sets, Phonographs, Muscial Instruments & Access.	526,464	4,390,967	388,371	5,158,161
Retail Stores & Direct by Mail	....	....	....	10,392
Smoking Materials	3,117,989	23,838,724	3,354,066	24,135,128
Soap, Cleansers & Polishes	5,364,063	34,055,920	3,416,355	24,815,323
Sporting Goods & Toys	31,672	372,087	....	45,927
Toiletries & Toilet Goods	7,773,948	47,643,322	6,990,529	41,445,986
Travel, Hotels & Resorts	63,765	340,380	59,715	300,150
Miscellaneous	104,454	1,805,185	90,999	1,745,901
TOTALS	$37,604,705	$272,115,017	$29,996,679	$227,172,548

Source: Publishers Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING JULY 1956

Ralston Purina Co.	$ 43,928
Best Foods Inc.	112,479
General Motors Corp.	1,014,879
Joseph Schlitz Brewing	208,770
General Electric Co.	94,356
Coca-Cola Co.	118,392
American Tel. & Tel.	295,185
American Home Prods.	1,177,443
General Foods Corp.	1,334,715
Gulf Oil Corp.	173,760
Outboard Marine & Mfg.	4,948
General Electric Co.	665,120
Armstrong Cork Co.	163,890
Kaiser Alum. & Chem.	272,955
Prudential Insurance	277,665
Eastman Kodak Co.	165,774
Gillette Co.	98,515
Time Inc.	199,120
Avco Manufacturing	126,086
R. J. Reynolds Tob.	854,752
Procter & Gamble Co.	3,394,200
Mattel Inc.	31,672
Gillette Co.	1,325,852
Pan Am. World Airways	63,765
Armour & Co.	79,128

CIGARETTES IN CHICAGO TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	R. J. Reynolds Tobacco Co.	6	2	15½	349
	Camel (William Esty)	2	9½	169	
	Cavalier (William Esty)	1	½	6	
	Salem (William Esty)	2	1	24	
	Winston (William Esty)	1	4½	150	
2.	Liggett & Myers Tobacco Co.	4	3	13	334
	Chesterfield (McCann-Erickson)	3	7	167	
	L & M (Dancer-Fitzgerald-Sample)	3	6	167	
3.	American Tobacco Co.	5	3	15	306
	Lucky Strike (B. B. D. & O.)	2	5	138	
	Pall Mall (S. S. C. & B.)	3	8	112	
	Tareyton (Lawrence C. Gumbinner)	2	2	56	
4.	P. Lorillard Company	3	2	7	188
	Kent (Young & Rubicam)	1	3	105	
	Old Gold (Lennen & Newell)	2	4	83	
5.	Brown & Williamson Tobacco Corp.	2	2	7	97
	Raleigh (Russel M. Seeds)	1	2	7	
	Viceroy (Ted Bates)	2	5	90	

CHICAGO INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Liggett & Myers Tobacco Co.	4	4	24½	480
	Chesterfield (McCann-Erickson)	4	10½	173	
	L & M (Dancer-Fitzgerald-Sample)	4	14	307	
2.	Brown & Williamson Tobacco Corp.	2	3	23½	308
	Raleigh (Russel M. Seeds)	2	7	39	
	Viceroy (Ted Bates)	3	16½	269	
3.	R. J. Reynolds Tobacco Co.	6	2	18½	301
	Camel (William Esty)	2	9½	98	
	Cavalier (William Esty)	1	½	2	
	Salem (William Esty)	2	1	18	
	Winston (William Esty)	2	7½	183	
4.	P. Lorillard Company	3	2	34	269
	Kent (Young & Rubicam)	1	3	88	
	Old Gold (Lennen & Newell	2	31	181	
5.	American Tobacco Co.	5	3	15	267
	Lucky Strike (B. B. D. & O.)	2	5	124	
	Pall Mall (S. S. C. & B.)	3	8	92	
	Tareyton (Lawrence C. Gumbinner)	2	2	51	
6.	Philip Morris & Co., Ltd., Inc.		4	10½	155
	Marlboro (Leo Burnett)	3	4	67	
	Philip Morris (N. W. Ayer)	4	6½	88	
7.	Benson & Hedges		2	6	81
	Parliament (Benton & Bowles)	2	6	81	

(P) Participations, as distinguished from sponsorship.

In the above summary, the monitoring occurred the week ending Sept. 8, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commerical is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper, Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

*"Commercial Units": Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."

**Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.

L&M Pondering Its Answer To 'Do You Trust Your Wife?'

LIGGETT & MYERS (Chesterfield cigarettes), New York, which plans to continue to sponsor *Gunsmoke* in its same period, Saturdays 10-10:30 p.m., on CBS-TV, is currently reviewing its co-sponsorship of *Do You Trust Your Wife?* also CBS-TV, Tuesdays, 10:30-11 p.m.

A decision can be expected this week as to whether L & M will continue with the show. General Motors for Frigidaire, co-underwriter of *Do You Trust Your Wife?*, has dropped its sponsorship.

Agency for L & M, Dancer-Fitzgerald-Sample, New York, is taking special ratings of the program as part of its determination of the program's future.

Brennan to Join SSC&B

VERA BRENNAN, director of radio-tv timebuying department, Scheideler & Beck Inc., New York, will join the executive timebuying staff of Sullivan, Stauffer, Colwell & Bayles, New York, effective Nov. 12. Miss Brennan has been with S&B since its formation five years ago. Prior to that she was with Duane Jones and the Biow Co.

Shelley Rejoins M-E

JAMES P. Shelley rejoins the Los Angeles office of McCann-Erickson Nov. 1 as senior account executive and member of the agency's advisory committee, it was announced last week by Burt Cochran, vice president and manager of the agency's Southern California operations. Mr. Shelley is closing his own firm, J. P. Shelley & Assoc. Earlier he had been with the Chicago office of McCann-Erickson for 16 years.

AMONG agency representatives attending 1956 National Field Days and National Plowing Matches conducted by WHO-AM-FM-TV Des Moines were (l to r) Rex French and William Harmon, Leo Burnett Co., and Carroll Bay, Wherry, Baker & Tilden, all Chicago, and Roy Flynn, Lessing Adv. Co., Des Moines,. WHO AM-FM-TV, which co-sponsored the event with various farm groups in Jasper County, Iowa, flew agency personnel from Chicago, Milwaukee, and other points to Des Moines for the occasion Sept. 21-22. More than 100,000 persons attended [B•T, Sept. 24].

In San Francisco They Are Watching Channel 4

SAN FRANCISCO CHRONICLE · NBC AFFILIATE · PETERS, GRIFFIN & WOODWARD

17.9% Auto Dominance

Market figures prove families living in WXEX-TV Grade B area spend 17.9% more on autos* than families in Grade B area of any other Richmond market TV station

	Amount Spent on Autos by Grade B Area Families	Percentage
WXEX-TV	$170,145,000	100%
Station B	$139,070,000	81.7%
Station C	$139,691,000	82.1%

*Automobiles, tires, batteries, accessories

Source: Sidney Hollander Associates

WXEX-TV

Tom Tinsley, President **NBC BASIC—CHANNEL 8** Irvin G. Abeloff, Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

Broyles Names McWilliams In Denver Agency Changes

NEWLY-named executive vice president of Galen E. Broyles Inc., Denver agency, is Robert B. McWilliams, a vice president for 10 years, Galen E. Broyles, president, has announced. He will assume additional management duties and sit on a new executive board with Mr. Broyles and C. E. Davis, vice president. The board will administer major policy decisions.

Office management and personnel responsibility will be administered by Dorothy Cooper, treasurer, and Dorothy Montague, production manager, Mr. Broyles said. The 23-year-old agency has branch offices in Colorado Springs and Lincoln, Neb., has a staff of 33 and claims billings of more than $2 million a year. It recently moved into new Denver headquarters at 200 Clayton St.

Mauer Named Vice President In Reshuffling at Geyer Adv.

IN A MOVE to decentralize administrative activities in its radio-tv department, Geyer Adv., New York, last week named its former radio-tv director, Ray J. Mauer, vice president and assistant creative director in charge of radio-tv copy and art.

MR. MAUER

Mr. Mauer's administrative duties will be shared by Lee A. Emmerich, former tv production supervisor, who becomes radio-tv business manager, and Donald W. McGuinn, radio-tv business manager, who will take charge of all business and traffic matters within the department.

MR. EMMERICH

MR. McGUINN

Tv Advertisers May Seek Specific Circulation—Roach

WITH program costs for both live and film tv rising as the audience demands higher quality, advertisers eventually will buy specific audience circulation as in printed media to keep their budgets reasonable, tv producer Hal Roach Jr. predicted in a talk before the Radio-Television Women of Southern California.

The president of Hal Roach Studios, Culver City, Calif., also envisioned a new concept of programming in which a network producer or film producer would be allocated blocks of air time for which he would create programs designed to attract the audience to meet advertisers' various needs, similar to the editor of a magazine.

"In this respect," he said, "the tv producer would be like the printed media's editorial staff, who determine readers' wishes and design their publications accordingly."

Costs of tv programs will continue to rise because of the development of a more discriminating audience that demands top quality entertainment, Mr. Roach observed. "However, advertisers will continue to foot the bill for increased program costs through an extension of the multiple sponsorship structure." This mutual pick-up of program costs also will further the trend of sponsors to seek mass exposure rather than pinpointing their message on one program, one network or one star, Mr. Roach said.

"A more stable market must be developed by Hollywood to protect the tremendous investment of the film producer," Mr. Roach said, and a new system of distribution for his product must be devised that will ultimately eliminate the practice of "peddling a can of film along Madison Avenue in order to sell a show."

AAAA Central Region convention in Chicago Oct. 4 and 5 [B•T, Oct. 8] brought together these past chairmen: (l to r) seated, Vincent Bliss, president of Earle Ludgin & Co.; Henry Haupt, BBDO Chicago manager; Melvin Brorby, senior vice president, Needham, Louis & Brorby Inc.; standing, Arthur R. Mogge, president of the agency bearing his name; Jack Scott, president, R. Jack Scott Inc., and Harold H. Webber, vice president, Foote, Cone & Belding.

Toni Adds Quiz Sponsorship

TONI Co. Div., Gillette Co., Chicago, has followed up its purchase earlier this month of NBC-TV's *Queen for a Day* (alternate Mondays, 4:15-30 p.m., effective Nov. 12) with sponsorship of the Monday 12:15-12:30 p.m. EDT segment of *Tic Tac Dough* quiz on NBC-TV for 19 alternate weeks starting Jan. 7, 1957, and running through Sept. 16. The other *Tic Tac Dough* sponsor is the Mentholatum Co., Buffalo, N. Y., through J. Walter Thompson Co. Agency for Toni is North Adv., Chicago.

D-F-S Chicago Media Dept. Realigned; O'Connell Named

REORGANIZATION of its media department, including the appointment of Thomas P. O'Connell as media director, was announced last week by the Chicago office of Dancer-Fitzgerald-Sample Inc.

Mr. O'Connell succeeds Harry Pick, who resigned and joins J. R. Pershall Co. in similar capacity effective Nov. 1, according to that agency. Mr. Pick leaves D-F-S after two years as media director. He will be in complete charge of Pershall's media department and a member of its plans broad.

D-F-S's realignment also calls for formation of an executive media committee "to provide additional executive thinking on the media policy of each account." An associate director for broadcast media will be appointed and announced Nov. 1. Reorganization also was understood to be a move for closer integration with D-F-S's New York office in media, research and other activities for the agency's clients whose overall billings are approximately $60 million (about half in radio-tv).

Doran Joins Lever Bros.

JACK DORAN, former marketing director, Helene Curtis Industries, Chicago, has joined Lever Bros. Co., New York, as director of promotion services, Lever's advertising vice president, Henry Schachte, announced last week. He will take charge of promotion for the firm's foods, Pepsodent and Lever divisions. Before his association with Helene Curtis, Mr. Doran was advertising and sales promotion director of the Simoniz Co., Chicago, and with several agencies, among them Young & Rubicam and Tatham-Laird Inc.

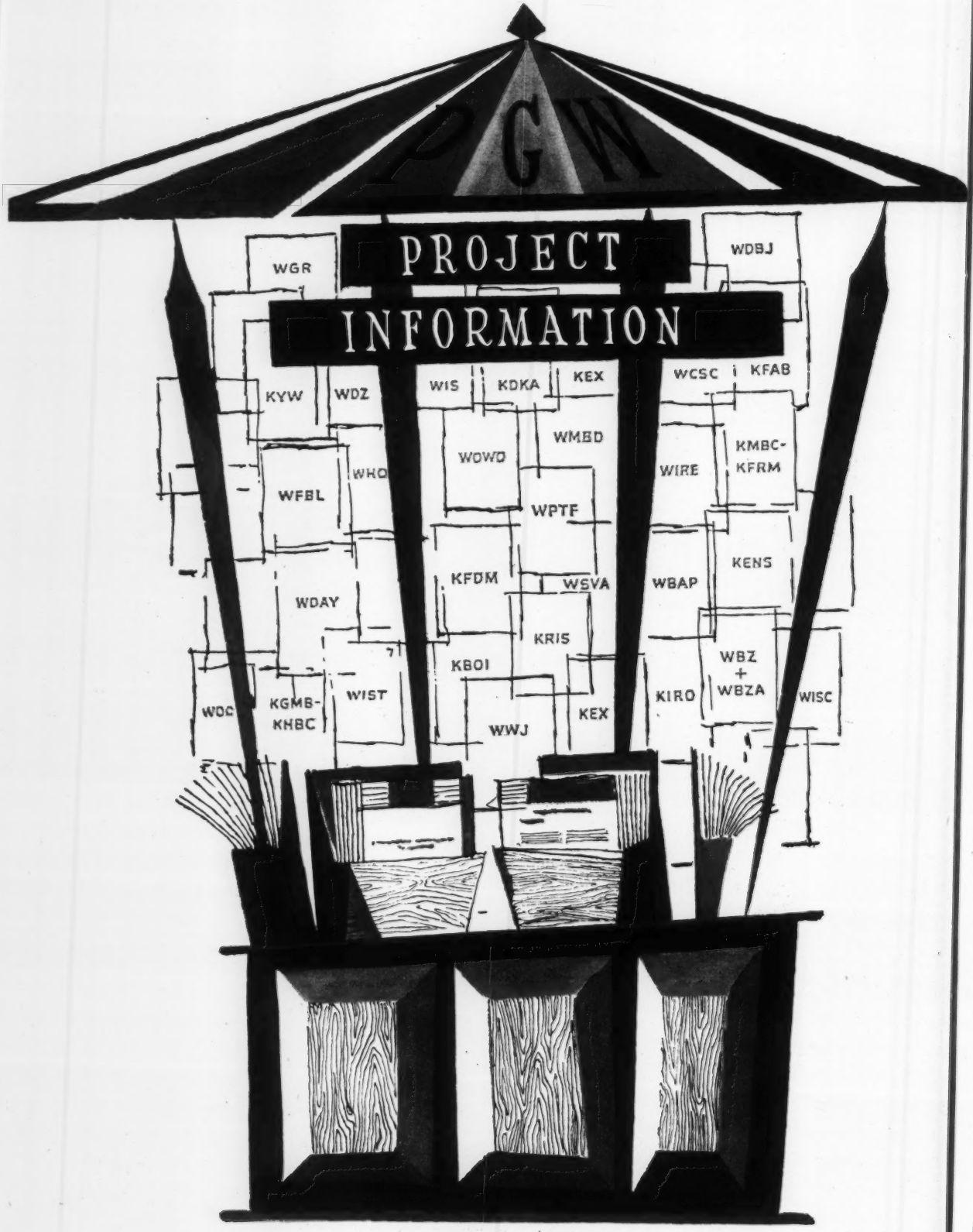
MR. DORAN

Bates Names Ladd, Cramer

DANIEL LADD and Roland H. Cramer, account executives, have been elected vice presidents of Ted Bates & Co., New York. Mr. Ladd has been with the agency for the past two years. Mr. Cramer joins the agency after 17 years with McCann-Erickson, where he was vice president and account supervisor.

MR. LADD

MR. CRAMER


PGW
PROJECT
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WISC
KIRO
WOC
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spot radio information

Here it is—*to help you plan marketing and advertising campaigns*

For many years agencies and advertisers have asked for complete spot radio market information. Now, for the first time, it is available in one concise reference for radio markets across the nation shown in the list on this page — with stations that cover over 46% of all the radio sets in the United States.

A busy advertising or sales executive can have at his finger tips — a history of the market, retail outlets, radio and television facilities, newspaper circulations and rates, and economic factors that prevail. All yours for the asking.

EAST—SOUTHEAST

WBZ+WBZA	Boston + Springfield	51,000
WGR	Buffalo	5,000
KYW	Cleveland	50,000
WWJ	Detroit	5,000
KDKA	Pittsburgh	50,000
WFBL	Syracuse	5,000
WCSC	Charleston, S. C.	5,000
WIST	Charlotte	5,000
WIS	Columbia, S. C.	5,000
WSVA	Harrisonburg, Va.	5,000
WPTF	Raleigh—Durham	50,000
WDBJ	Roanoke	5,000

MIDWEST—SOUTHWEST

WHO	Des Moines	50,000
WOC	Davenport	5,000
WDZ	Decatur	1,000
WDSM	Duluth—Superior	5,000
WDAY	Fargo	5,000
WOWO	Fort Wayne	50,000
WIRE	Indianapolis	5,000
KMBC-KFRM	Kansas City	5,000
WISC	Madison, Wis.	1,000
KFAB	Omaha	50,000
WMBD	Peoria	5,000
KFDM	Beaumont	5,000
KRIS	Corpus Christi	1,000
WBAP	Ft. Worth—Dallas	50,000
KENS	San Antonio	50,000

MOUNTAIN AND WEST

KBOI	Boise	5,000
KGMB-KHBC	Honolulu—Hilo	5,000
KEX	Portland	50,000
KIRO	Seattle	50,000

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

250 PARK AVENUE • NEW YORK 17, NEW YORK

CHICAGO	DETROIT	ATLANTA	FORT WORTH	HOLLYWOOD	SAN FRANCISCO
230 N. Michigan Ave.	*Penobscot Building*	*Glenn Building*	*406 W. Seventh St.*	*1750 N. Vine St.*	*Russ Building*
Chicago 1, Illinois	*Detroit 26, Mich.*	*Atlanta 3, Georgia*	*Fort Worth 2, Texas*	*Hollywood 28, Calif.*	*San Francisco 4, Calif.*

Hazel Bishop Adds Another Audience Participation Show

HAZEL BISHOP Inc., through Raymond Spector Adv., plans to add a second audience participation television network show when it underwrites *You're on Your Own*, a half-hour, quiz program on CBS-TV, Saturdays, 10:30-11 p.m. effective Jan. 5.

Hazel Bishop now sponsors *Beat The Clock* on the same network and reportedly has under wraps still a third audience-participation type show which it plans to place on a network also early next year.

Hazel Bishop's popularity originally was built by tv audience participation shows and "not spectaculars," Raymond Spector, head of his own agency, told B•T last week, in explaining the resurgence of network tv in Hazel Bishop's timebuying plans.

Meanwhile, *High Finance*, which now occupies the 10:30-11 p.m. slot that Hazel Bishop takes over, will be dropped by Mennen, which will co-sponsor *Robert Montgomery Presents* on Mondays (NBC-TV, 9:30-10:30 p.m.), effective Jan. 28 [B•T, Oct. 8]. Grey Adv. is Mennen's agency.

Beltone Accelerates Radio-Tv

NETWORK radio-tv and spot television will pace a $240,000 fall advertising campaign—heaviest in its history—for Beltone Hearing Aid Co., through Olian & Bronner Inc., it was announced last week.

Extensive spot tv will be used in select markets, along with participations on NBC-TV's *Today*, NBC radio's Mary Margaret McBride, CBS Radio's *Galen Drake Show*, MBS' Gabriel Heatter, Don Lee network's Cliff Engle program and CBS-TV Pacific Network's *Pacific Panorama*.

Alan Abner Forms Agency

FORMATION of Alan Abner & Assoc. Advertising Agency in Klamath Falls, Ore., was announced last week by Alan K. Abner. Mr. Abner onetime general manager of KWIN Ashland, Ore., and more recently in the same post at KFJI Klamath Falls, served as chief of the Psychological Warfare Operations Div. Headquarters ARCS, USAF in Washington during the Korean War.

SO STIRRING
IT THRILLS
As TV has never done before.
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
Ziv's New Star-Spangled Rating Winner
SEE PAGES
11, 12, 13

LATEST RATINGS

NIELSEN

TOP RADIO PROGRAMS (TWO WEEKS ENDING SEPT. 8)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	Homes (000)
Evening, Once-A-Week						(Average for All Programs)	(524)
1.	Best of Groucho	DeSoto	BBDO	NBC	192	Wed., 9-9:30	1,143
2.	Gangbusters	participating sponsors and agencies		MBS	450	Wed., 8-8:30	1,095
3.	Treasury Agent	participating sponsors and agencies		MBS	453	Tues., 8-8:30	1,048
4.	People Are Funny	Brown & Williamson	Ted Bates	NBC	166	Thurs., 8-8:30	1,048
5.	Two For The Money	P. Lorillard	Lennen & Newell	CBS	201	Sun., 8:30-9	1,000
6.	Counter-Spy	participating sponsors and agencies		MBS	442	Fri., 8-8:30	952
7.	Truth or Consequences	ReaLemon	Rut.edge & Lilienfeld	NBC	161	Wed., 8-8:30	905
8.	Henry J. Taylor	General Motors	D. P. Brother	NBC	186	Mon., 8-8:15	809
9.	Viceroy News	Brown & Williamson	Ted Bates	CBS	197	Sun., 8-8:05	809
10.	News from NBC	Brown & Williamson	Ted Bates	NBC	173	Wed., 8:55-9	809
Evening, Multi-Weekly						(Average for All Programs)	(809)
1.	News of The World	Miles Labs	Geoffrey Wade	NBC	187	Mon.-Fri., 7:30-45	1,190
2.	One Man's Family	participating sponsors and agencies		NBC	175	Mon.-Fri., 7:45-8	1,095
3.	Amos 'n' Andy Music Hall	Brown & Williamson	Ted Bates	CBS	196	Mon.-Fri., 7-7:30	1,095
Weekday						(Average for All Programs)	(993)
1.	Helen Trent (1st Half)	Ex Lax	Warwick & Legler	CBS	189	Fri., 12:30-45	2,047
2.	Young Dr. Malone (1st Half)	Toni	North Adv.	CBS	188	Wed., Fri., 12:30-45	1,809
3.	Our Gal Sunday (1st Half)	Colgate	Wm. Esty	CBS	193	Mon.-Fri., Wk. 2, 12:45-1	1,762
4.	Helen Trent (1st Half)	Carter	Ted Bates	CBS	189	Mon., Wed., 12:30-45	1,714
5.	Our Gal Sunday (2nd Half)	Standard Brands	Ted Bates	CBS	189	Mon., Tues., Thurs., 12:45-1	1,714
6.	2nd Mrs. Burton (1st Half)	Colgate	Wm. Esty	CBS	190	Wk. 2, Mon.-Fri., 2:15-30	1,619
7.	Aunt Jenny	Lever	Foote, Cone & Belding	CBS	197	Mon., Wed., Fri., 1:15-30	1,619
8.	2nd Mrs. Burton (2nd Half)	Standard Brands	Ted Bates	CBS	187	Mon., Wed., Thurs., Fri., 2:15-30	1,619
9.	Helen Trent (1st Half)	Toni	North Adv.	CBS	189	Tues., Thurs., 12:30-45	1,619
10.	Aunt Jenny (2nd Half)	Lever	Foote, Cone & Belding	CBS	200	Tues., Thurs., 1:15-30	1,619
Day, Sunday						(Average for All Programs)	(381)
1.	Robert Trout News	General Motors	Campbell-Ewald	CBS	154	Sun., 12-12:05	809
2.	Woolworth Hour	F. W. Woolworth	Lynn Baker	CBS	208	Sun., 1-2	809
3.	Monitor	Bell Telephone	N. W. Ayer	NBC	155		666
Day, Saturday						(Average for All Programs)	(520)
1.	Weather Along The Highways			CBS	154-196-193-189	Sat., 12:55-1	1,571
2.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	194	Sat., 12:30-1	1,476
3.	Alan Jackson-News	Chevrolet	Campbell-Ewald	CBS	182	Sat., 1-1:05	1,333

PULSE

TOP 20 REGULARLY SCHEDULED ONCE-A-WEEK TV SHOWS

Program	Sponsor	Agency	Network	No. of Stations Sept.	No. of Stations Aug.	Day & Time	Rating Sept.	Rating Aug.
Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	166	180	Sun., 8-9	44.7	31.2
$64,000 Question	Revlon	BBDO	CBS	174	165	Tues., 10-10:30	30.0	32.8
What's My Line	Jules Montenier	Earle Ludgin	CBS	87	70	Sun., 10:30-11	28.9	25.2
	Remington Rand	Young & Rubicam		87	111			
Jackie Gleason	Buick Div. of General Motors	Kudner	CBS	187	187	Sat., 8-8:30	27.3	23.3
Climax	Chrysler Corp.	McCann-Erickson	CBS	153	162	Thurs., 8:30-9:30	27.2	23.3
$64,000 Challenge	P. Lorillard	Young & Rubicam	CBS	111	111	Sun., 10-10:30	26.4	27.3
	Revlon	C. J. La Roche						
R. Montgomery	S. C. Johnson	Needham, Louis & Brorby	NBC	101	98	Mon., 9:30-10:30	26.3	21.4
	Schick	Warwick & Legler						
Best of Groucho	De Soto	BBDO	NBC	157	157	Thurs., 8-8:30	25.8	21.5
Medic	General Electric	BBDO						
	Procter & Gamble	Dancer-Fitzgerald-Sample	NBC	84	84	Mon., 9-9:30	25.6	24.2
Jane Wyman	Procter & Gamble	Compton	NBC	132		Tues., 9-9:30	25.2	
G. E. Theatre	General Electric	BBDO	CBS	153	153	Sun., 9-9:30	25.0	23.1
Lawrence Welk	Dodge Div. of Chrysler	Grant Adv.	ABC	193		Sat., 9-10	25.0	
Lux Video Theatre	Lever Bros.	J. Walter Thompson	NBC	132	132	Thurs., 10-11	24.8	22.8
I've Got A Secret	R. J. Reynolds	Wm. Esty	CBS	161	170	Wed., 9:30-10	24.2	20.6
Alfred Hitchcock	Bristol-Myers	Young & Rubicam	CBS	110	110	Sun., 9:30-10	23.4	24.0
Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	145		Sat., 10-10:30	23.1	
Dragnet	Liggett & Myers	Cunningham & Walsh	NBC	161	169	Thurs., 8:30-9	23.0	22.4
Disneyland	American Motors	Geyer & Brooks, Smith, French & Dorrance	ABC	180	180	Wed., 7:30-8:30	22.5	20.3
	American Dairy	Campbell-Ewald						
	Derby Foods	McCann-Erickson						
Kraft Tv Theatre	Kraft Foods	J. Walter Thompson	NBC	89	89	Wed., 9-10	22.5	19.5
Ford Theatre	Ford Motor Co.	J. Walter Thompson	NBC	155	156	Thurs., 9:30-10	21.9	20.6
Four Star Playhouse	Singer Sewing Machine	Young & Rubicam	CBS	105		Thurs., 9:30-10	21.9	
	Bristol-Myers	Young & Rubicam						

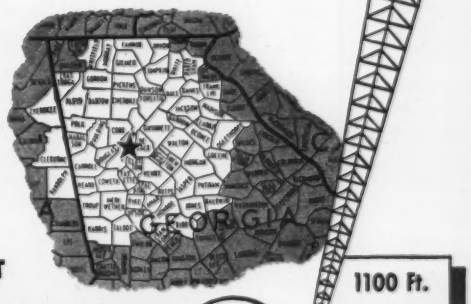
Top 10 Regularly Scheduled Multi-Weekly Shows

Mickey Mouse Club	segmented sponsors and various agencies		ABC	94	94	Mon.-Fri., 5-6	14.0	12.2
Search For Tomorrow	Procter & Gamble	Leo Burnett	CBS	125	125	Mon.-Fri., 4-4:15	9.0	8.3
Guiding Light	Procter & Gamble	Compton	CBS	113	113	Mon.-Fri., 12:45-1	8.7	8.8
Love of Life	American Home Products	Ted Bates	CBS	153	153	Mon.-Fri., 12:15-30	8.7	8.1
Queen For A Day	multi-sponsored and various agencies		NBC	132	132	Mon.-Fri., 4:30-5	8.7	8.9
Arthur Godfrey	participating sponsors and agencies		CBS	99	99	Mon.-Thurs., 10-11:30	8.6	9.3
News Caravan	participating sponsors and agencies		NBC	116	116	Mon.-Fri., 7:45-8	8.6	7.9
Art Linkletter	participating sponsors and agencies		CBS	105	105	Mon.-Fri., 2:30-3	8.5	7.8
Eddie Fisher	Coca-Cola	McCann-Erickson	NBC	107		Wed., Fri., 7:45-8	8.0	
Valiant Lady	participating sponsors and agencies		CBS	99	99	Mon.-Fri., 12-12:15	7.9	7.6

Ratings continues on page 46

WHEN YOU BUY ATLANTA...BUY waga-tv AND GET A BIGGER PIECE OF THE MARKET!

This combination gives you the greatest possible impact in the Southeast's No. 1 market: tallest tower and maximum power to reach over 17% more people; top local and CBS-TV programming to earn highest ARB and Pulse ratings; plus strong merchandising and local station promotion. Get the facts from our reps and you'll choose WAGA-TV.



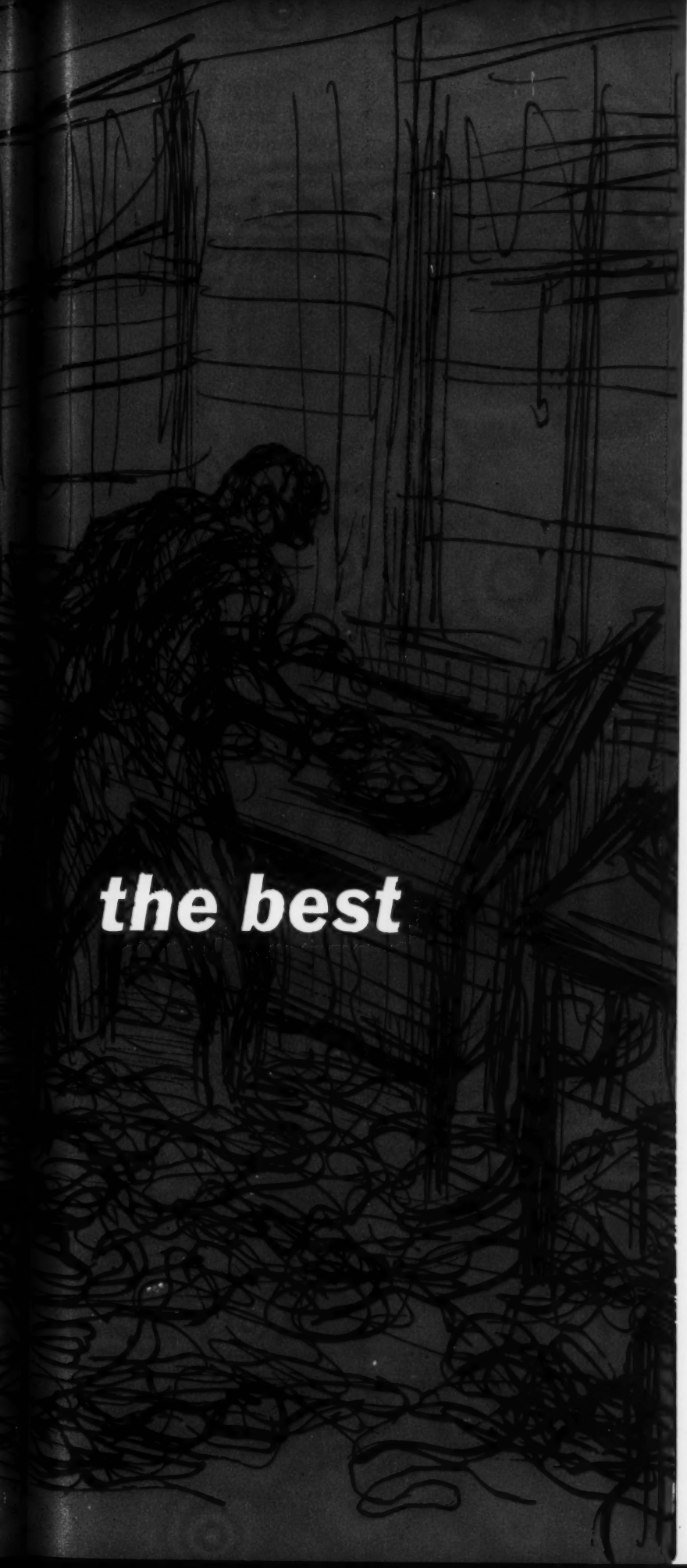
TOP DOG IN THE NATION'S 21st MARKET

Represented Nationally by THE KATZ AGENCY, Inc.

STORER BROADCASTING COMPANY SALES OFFICES

NEW YORK—118 E. 57th St.—TOM HARKER, *Vice President and National Sales Director* • BOB WOOD, *National Sales Manager*
CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.

Newsfilm sends you



Into Newsfilm's four big processing centers pours *more than a mile* of film a day . . . speeded from some 250 camera correspondents throughout the world. This footage, equal to two full-length feature films each day, is expertly edited to select only the very best footage for each news story. Then the final result—12 minutes a day of *complete* world news coverage —is rushed direct to you.*

It's the best news in television, because it's the *only* syndicated news service that's produced exclusively for television station use. Newsfilm is planned, shot, scripted and edited for home viewing, not movie screens . . . and is produced with the needs of stations and sponsors in mind at every step. The result is letters like this one from KRNT-TV, Des Moines: "Newsfilm service is excellent and gives us one more exclusive feature with which to impress our viewers and clients. The viewers must be impressed, because Russ Van Dyke's nightly news-weather program at 10:00 pm pulls ARB ratings of 43 and better . . . winning 77% of the audience (in a three-station area). It's the highest-rated program among *all* multi-weekly programs in the Des Moines area. And our sponsors must be impressed, because this show went on the air sponsored and still has the original two advertisers it started with!"

Newsfilm, a product of CBS News (the top name in broadcasting journalism), is available to *all* stations. For details, call the nearest office of . . .

CBS Television Film Sales, Inc.

*Of course, not all of the edited-out footage "dies on the cutting-room floor." Much of it is carefully filed in Newsfilm's vast library for subscribers' future use . . . as background material for special commemorative news programs.

LATEST RATINGS—*continues from page 42*

VIDEODEX

TOP TEN SPOT TV PROGRAMS** (SEPT. 4-10, 1956)

Rank	Name of Program	Distributor	% Tv Homes	No. of Cities	No. Tv Homes (000's)
1.	Rosemary Clooney	MCA-TV	17.0	52	1,338
2.	Dr. Hudson's Journal	MCA-TV	16.5	104	3,081
3.	The Man Called X	Ziv	16.4	104	3,552
4.	Highway Patrol	Ziv	16.0	168	4,865
5.	Badge 714	NBC-TV Film	15.6	105	2,991
6.	I Led Three Lives	Ziv	15.3	107	4,239
7.	Science Fiction Theatre	Ziv	14.8	117	4,151
8.	Count of Monte Cristo	TPA	14.6	54	1,869
9.	Celebrity Playhouse	Screen Gems	14.0	56	1,318
10.	Douglas Fairbanks	ABC Film	13.8	26	1,872

** Appearing in a minimum of 20 markets

Copyright, Videoex Inc.

TRENDEX

TOP TEN TV SHOWS, WEEK OF OCT. 1-7

Rank	Sponsor	Agency	Network	No. of Stations	Day & Time	Rating
1. I Love Lucy	Procter & Gamble General Foods	Grey Young & Rubicam	CBS	162 161	Mon., 9-9:30	47.2
2. Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	166	Sun., 8-9	30.3
3. Climax	Chrysler Corp.	McCann-Erickson	CBS	153	Thurs., 8:30-9:30	29.6
4. Red Skelton Show	Pet Milk S. C. Johnson	Gardner Foote, Cone & Belding	CBS	103 88	Tues., 9:30-10	29.2
5. The Lineup	Brown & Williamson Procter & Gamble	Ted Bates Young & Rubicam	CBS	176	Fri., 10-10:30	28.0
6. Jackie Gleason Show	P. Lorillard Bulova Watch	Lennen & Newell McCann-Erickson	CBS	172	Sat., 8-9	27.8
7. Robert Montgomery Presents	S. C. Johnson Schick	Needham, Louis & Brorby Warwick & Legler	NBC	101	Mon., 9:30-10:30	27.8
8. $64,000 Question	Revlon	BBDO	CBS	174	Tues., 10-10:30	27.6
9. What's My Line	Jules Montenier Remington Rand	Earle Ludgin Young & Rubicam	CBS	87	Sun., 10:30-11	27.2
10. GE Theatre	General Electric	BBDO	CBS	153	Sun., 9-9:30	27.1
SPECIAL EVENTS:	WORLD SERIES					
Game 1, Wed., Oct. 3	Gillette	Maxon	NBC	205	12:45-concl.	
Game 2, Fri., Oct. 5	Gillette	Maxon	NBC	205	12:45-concl.	
Game 3, Sat., Oct. 6	Gillette	Maxon	NBC	205	12:45-concl.	
Game 4, Sun., Oct. 7	Gillette	Maxon	NBC	205	2-concl.	

ARB

TOP TEN NETWORK TV SHOWS, SEPT. 9-15

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	Ratings
1.	Ed Sullivan	Lincoln-Mercury	Kenyon & Eckhardt	CBS	166	Sun., 8-9	57.1
2.	$64,000 Question	Revlon	BBDO	CBS	174	Tues., 10-10:30	44.9
3.	Robert Montgomery	S. C. Johnson Schick	Needham, Louis & Brorby Warwick & Legler	NBC	101	Mon., 9:30-10:30	38.8
4.	Perry Como	Gold Seal Kimberly-Clarke Noxzema Sunbeam RCA S&H Green Stamps	Campbell-Mithun Foote, Cone & Belding Sullivan, Stauffer, Colwell & Bayles Perrin-Paus Kenyon & Eckhardt Sullivan, Stauffer, Colwell & Bayles	NBC	128	Sat., 8-9	37.4
5.	What's My Line	Jules Montenier Remington-Rand	Earle Ludgin Young & Rubicam	CBS	87	Sun., 10:30-11	37.2
6.	I've Got A Secret	R. J. Reynolds	Wm. Esty	CBS	161	Wed., 9:30-10	37.1
7.	$64,000 Challenge	P. Lorillard Revlon	Young & Rubicam C. J. La Roche	CBS	111	Sun., 10-10:30	34.9
8.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	145	Sat., 10-10:30	33.1
9.	G.E. Theatre Lawrence Welk	General Electric Dodge Div. of Chrysler	BBDO Grant Adv.	CBS ABC	153 193	Sun., 9-9:30 Sat., 9-10	32.2 32.2

Rank	Program	Viewers	Rank	Program	Viewers	Rank	Program	Viewers
1.	Ed Sullivan	60,710,000	5.	I've Got A Secret	30,300,000	8.	$64,000 Challenge	28,210,000
2.	Perry Como	38,080,000	6.	Lawrence Welk	29,620,000	9.	R. Montgomery	27,960,000
3.	$64,000 Question	36,970,000	7.	G. E. Theatre	28,940,000	10.	What's My Line	27,280,000
4.	Gunsmoke	30,790,000						

Dromedary Makes Dates For Radio Spot, Network

THE DROMEDARY Co. (a division of National Biscuit Co.), New York in addition to its radio spot announcement campaign in 20 markets [B•T, Oct. 8] effective Nov. 1, will buy participations on five network radio shows for the most intensive Thanksgiving and Christmas holidays campaign in its history.

Stressing the slogan, "Holiday Time Is Dromedary Time," the announcements will give hints on various ways to serve dates. Network participations will be spread on the following shows: *Second Mrs. Burton, Strike It Rich* and *Backstage Wife* all on CBS Radio and *Breakfast Club* and *My True Story* on ABC Radio. Lennen & Newell, New York, is the agency.

Ott Heads D'Arcy Radio-Tv

FRANK OTT, vice president and business manager, tv-radio department, D'Arcy Adv., New York has been named to succeed Paul Louis, vice president in charge of television and radio who has left the agency to form his own company as an independent consultant to tv and radio advertisers.

67.3% of Nation's Adults Saw World Series on Tv

MORE THAN two-thirds of the nation's adult population (67.3%) watched the World's Series on television, according to data collected and compiled by A. L. Sindlinger & Co., Philadelphia, audience research organization, which reports that 41.7% of U. S. adults listened to the Series on the radio.

Using as a base figure of 121,639,000 people 12 years old or older, Sindlinger reports a daily average of 23,678,000 males and 21,414,000 females, or a total of 45,092,000 persons (37.1%) watched the Series telecasts for 664.1 million hours. Men viewers averaged 2 hours and 11 minutes of daily Series watching; women viewers averaged 2 hours and 1 minute.

For radio, the Sindlinger figures show that 18,612,000 men listened to Series broadcasts a total of 299.7 million hours or a daily average of 2 hours and 18 minutes; 8,925,000 women listened for a total of 123.9 millions hours or a daily average of 1 hour and 59 minutes.

Midwest Agencies Stress Analysis of Markets

METHODS for analyzing markets in relation to advertising approaches in broadcast and printed media were threshed out at the quarterly meeting of the Midwestern Adv. Agency Network in Chicago Oct. 5-6.

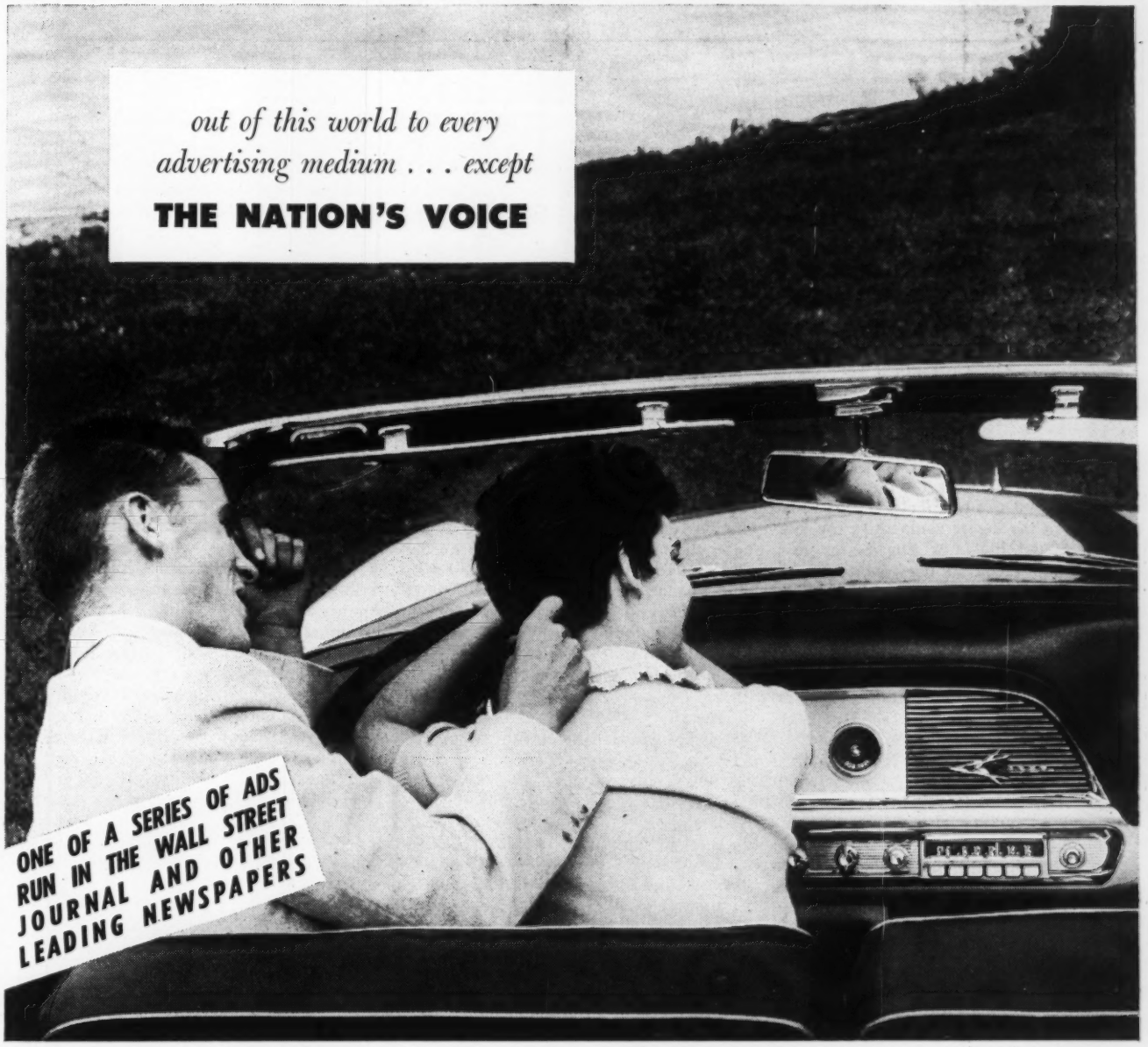
The association, which comprises some dozen smaller midwest agencies with billings in the $250,000-$4 million range, concentrated on printed media at the meeting, held at the Edgewater Beach Hotel. Talks on Audit Bureau of Circulations activities and language communications, as well as discussions of MAAN internal problems, also were given. Norman W. Mautner, president of the Mautner Agency, Milwaukee and MAAN president, presided.

Waltham to Weiss & Geller

WALTHAM Watch Co., Waltham, Mass., with an approximate $1.2 million advertising budget, has named Weiss & Geller, New York, to handle its advertising next year. An advertising program for Waltham's industrial division, which manufactures precision products for the aircraft industry, also is being prepared.

'Conference' Set for ABC-TV

EARLIER reports that Corn Products Refining Co. would place its sponsorship of Oliver and Martha (Rountree) Presbrey's *Press Conference* with ABC-TV in the Sunday night time period immediately preceding *Omnibus* [B•T, Oct. 8] were confirmed Thursday by Slocum Chapin, ABC-TV vice president in charge of sales. *Press Conference*, which went off NBC-TV (Wed., 8-8:30 p.m.) in September, will resume this coming Sunday, 8:30-9 p.m. EDT. Agency for Corn Products Refining Co. (Karo, Mazola, Linit, Argo, Bosco) is C. L. Miller Co., New York.


out of this world to every
advertising medium . . . except
THE NATION'S VOICE
ONE OF A SERIES OF ADS
RUN IN THE WALL STREET
JOURNAL AND OTHER
LEADING NEWSPAPERS

The new advertising strategy based on Politz research

Radio – and only radio – follows your customers wherever they go, reaches them while they are doing other things. Radio is the *constant* companion of the American people.

Two-thirds of the adult population listen to radio on any given day and 87.8% within a week. And this nationally in the areas of TV's highest development.

These strengths of radio and other important facts established by Alfred Politz Research, Inc., are the foundation of the new advertising strategy called The Nation's Voice.

The Nation's Voice is the technique of concentrating your advertising on a relatively small number of great radio stations in the important population centers. While there are 2,833 radio stations operating today, only 48 selected stations are needed to bring 85% of all America's millions within your reach! Your sales message is carried directly to a huge daily audience, with great freequency, at a cost efficiency which is phenomenal.

Not in just one–but in five separate markets, the Politz studies show that people *trust, respect* and *listen* most to one great station . . . by such surprising margins as 11 to 1 over the next station.

The Nation's Voice story is in a presentation now ready at all Christal offices. Call now and reserve a time to see it.

First on every list are these 14 Great Radio Stations covering ¼ of all America

WBAL – Baltimore	**WBEN** – Buffalo	**WGAR** – Cleveland	**WJR** – Detroit	**WTIC** – Hartford
WDAF – Kansas City	**KFI** – Los Angeles		**WHAS** – Louisville	**WCKR** – Miami
WTMJ – Milwaukee	**WHAM** – Rochester	**WGY** – Schenectady	**WSYR** – Syracuse	**WTAG** – Worcester

Represented Nationally by

HENRY I. CHRISTAL CO. INC.

NEW YORK • CHICAGO • DETROIT • BOSTON • SAN FRANCISCO

HOW MUCH IS IN YOUR BUDGET?

$100,000 will buy six color pages in an excellent women's magazine with over 4 million circulation. **OR 60 one-minute daytime announcements on The Nation's Voice, with a potential audience of 136 million people.**

$250,000 is almost enough to buy 5 color pages in two leading Sunday supplements, with a combined circulation of about 18,000,000. **OR 2 one-minute announcements, seven days a week, for 12 consecutive weeks on The Nation's Voice.**

$500,000 will buy an average TV half-hour nighttime show once weekly on a major network – but only for 7 weeks. **OR 3 one-minute announcements every weekday for 5 solid months on The Nation's Voice.**

TV BUILDS A BOOM IN BURP GUNS

SHOOTING its sales into the $10 million bracket and firmly establishing its brand name in the highly competitive toy market, Mattel Inc., Los Angeles toy firm, gives full credit to television, the only consumer advertising medium used last year and this. Mattel is sponsoring alternate week participations on ABC-TV's *Mickey Mouse Club* through Carson-Roberts Inc., Los Angeles agency.

The Publishers Information Bureau report for July lists Mattel's $31,672 expenditure as tops in the toy category.

Mattel's television success story started at the annual toy industry trade fair in New York in March 1955. Mattel introduced a $4 burp gun toy and dealers bought heavily of the above- average price item because guns usually are a good selling line. But by October last year, when the burp gun failed to move, Mattel started to get order cancellations.

Mattel ordered alternate week participations on the then-new ABC-TV children's program produced by Walt Disney Studios and the day after Thanksgiving, after the burp gun had been seen on the air but four times, the buying spree began and retailers and jobbers flooded Mattel with telegrams for more burp guns. The total production of nearly a million guns was sold out by Dec. 15 with two weeks of the biggest buying season still to run before Christmas.

The aftermath was evidenced early this year. Even before the opening of the toy show in March, where Mattel was to show its new $3 gun, the company received advance orders for 266,000 guns sight unseen and by the time the show closed, orders had been written for $2.3 million worth of guns. Diversifying its product line to other items like a jack-in-the-box and Mousegetar Jr., the latter tied-in with the *Mickey Mouse Club* Mouseketeers, Mattel has discovered unusual jobber and dealer acceptance, particularly when the buyer has learned the items will be advertised on tv this season.

Mattel also has signed tv personality Art Baker for its latest commercial on *Mickey Mouse Club* this fall to promote the jack-in-the-box. Mr. Baker symbolizes the "contemporary grandfather," Mattel said. The one-minute spot was filmed by Kling Studios, Hollywood.

Carson-Roberts used unique sales psychology in its copy for the burp gun commercials in order to overcome parental disfavor of guns for their children. Each spot is a capsule version of a Walter Mitty, whose dream-world experiences enriched his life. Instead of showing the gun as a weapon, Mattel treats it as a "playmate" guiding the 9-year-old boy used in the spot into an imaginary fun-type game.

In one spot, the boy is shown imagining he is wild-game hunting in Africa. He shoots down a herd of elephants attacking via rear-screen projection. In another, the boy is visiting a bank with his father. He day dreams and soon is capturing a gang of bank robbers single-handed. In a third, the boy imagines he is in the French foreign legion, shooting down enemy planes attacking his buddies. Mercury-International, Hollywood, filmed these spots while other Mattel commercials have been filmed by Disney and Shamus-Culhane Productions.

With Mattel selling 1.4 million guns before the fall tv campaign got underway as a result of last year's successful promotion, the toy firm's owners, Elliott and Ruth Handler, expect even bigger things from television this year, according to Carson-Roberts executives.

Pabst Still Negotiating Fate of 'It's Polka Time'

PABST Brewing Co. is negotiating with ABC-TV for limited market sponsorship of *It's Polka Time* on a co-op basis or, failing that, as a spot property, using a kinescope print of the network series, it was reported last week.

At the same time, it was learned the brewing company has decided to retain its alternating sponsorship of ABC's *Wednesday Night Fights* until the contract expires next summer (1957), despite previous cancellation discussions. Reports were current though not confirmable, however, that a third advertiser may be brought into the boxing series on ABC radio-tv to share the tab with Pabst and Mennen.

Perhaps in deference to Pabst, ABC-TV is shifting *It's Polka Time* from its present Sunday slot (8:30-9 p.m. EDT) to Tuesday (10-10:30 p.m. EDT) opposite CBS-TV's *$64,000 Question* effective Nov. 6, according to ABC Central Div. The program had been slotted between *Omnibus* and *Ted Mack's Amateur Hour* and Pabst reportedly was dissatisfied with Sunday for the series.

Pabst and its agency, Leo Burnett Co., have been huddling over the brewery's 1957 advertising budget, with current expenditures running about $6 million [B•T, Oct. 15, 1].

COMPELLING
AS THE CALL TO COLORS!
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
Ziv's New Star-Spangled Rating Winner
SEE PAGES
11, 12, 13

Newspapers Warned of Drop In Share of Ad Revenue

NEWSPAPERS have fared well despite tv's tremendous growth in coverage and revenue in 1956 but national advertising lineage and expenditures are lagging when measured aaginst the nation's overall expanded economy and total advertising investments, George C. Dibert, vice president and Chicago office manager of J. Walter Thompson Co., asserted last Monday.

Addressing the Institute of Newspaper Controllers in Chicago, Mr. Dibert pointed out that a medium might actually gain in total dollars "but still lose in share of total" and not be as effective "in relation to its competition as it formerly was."

"In 1956, the total national and local advertising expenditure will probably reach $3.5 billion," Mr. Dibert said, "and it is important to note that this tremendous growth was accomplished during a period in which television has grown enormously in terms of coverage-power and advertising revenues."

Noting that the growth of national adver-

KGO-TV is the SAN FRANCISCO BAY AREA

KGO-TV... consistently recognized for the outstanding caliber of its programming... winner of awards of excellence in educational programs... for the "Success Story" series... five awards to its nightly live variety show "San Francisco Tonight"... the McCalls Golden Mike Award for service to youth on "Hi Time"... and for religious programming, "Our Catholic Heritage."

In all, a demonstrated station popularity presenting a broad base of program interest and service to the Bay Area community.

Channel **7** **KGO-TV** San Francisco, **KABC-TV** Los Angeles,
WABC-TV New York, **WBKB** Chicago, **WXYZ-TV** Detroit
Owned and operated by the **American Broadcasting Company**

MORE
STATIONS SHOW IT...

MORE
VIEWERS SEE IT...

MORE
SPONSORS BUY IT...

ONLY
SCREEN GEMS HAS IT!

"HOLLYWOOD MOVIE PARADE"

104 FINE FEATURES FOR 1st RUN TV

With these and many other TOP STARS...

Henry Fonda	Claudette Colbert	Fred Astaire	Charles Boyer	Cary Grant
Sid Caesar	Red Skelton	Glenn Ford	Rita Hayworth	Orson Welles
Bing Crosby	Edward G. Robinson	Susan Hayward	Tony Martin	Ray Milland
Lloyd Nolan	Irene Dunne	Humphrey Bogart	Fredric March	Loretta Young
	Ingrid Bergman		Roz Russell	

FOR AVAILABILITIES CALL NOW...

Be On The Air Tomorrow!

IN THE EAST	IN THE MIDWEST	IN THE SOUTH	IN THE FAR WEST	IN CANADA
Ben Colman	Henry Gillespie	Frank Browne	Richard Dinsmore	Lloyd Burns
Plaza 1-4432	Franklyn 2-3696	Emerson 2450	Hollywood 2-3111	Empire 3-4096
New York, N. Y.	Chicago, Ill.	Dallas, Texas	Hollywood, Cal.	Toronto, Can.

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

You can't cover America without

MONTANA

The Continental Divide Station

KXLF-TV4

Metropolitan Montana

Top power 1 and 1/2 miles in the sky.

MORE

FACILITIES FOR YOUR PROGRAMS

MORE

VIEWERS FOR YOUR MONEY

MORE

SALES FOR YOUR PRODUCTS

•

CHANNEL 4

WWJ-TV

DETROIT

NBC TELEVISION NETWORK

ASSOCIATE AM-FM STATION WWJ

First in Michigan—Owned and Operated by THE DETROIT NEWS

•

National Representatives

PETERS, GRIFFIN, WOODWARD, INC.

tising lineage has not "kept pace with growth in other forms of newspaper advertising," Mr. Dibert felt newspaper publishers should reflect on means of making their medium more competitive "not in terms of other newspapers but in terms of other media." He suggested publishers measure the investments in their papers by national advertisers "but which was being counted and paid for as retail advertising." He recommended they re-examine their national and local rate structures to determine whether they are obtaining "the optimum revenue from both sources."

He added:

"Radio, television and magazines have made national advertisers past masters at understanding and utilizing the benefits derived from discounts for bulk usage."

Ad Week Plans Discussed

PLANS for more extensive media promotion of the 1957 Advertising Week celebration (Feb. 10-16) were discussed at meeting in New York of the Advertising Federation of America committee handling promotion for the event.

Among the activities planned are live broadcasts on radio and television, animated film trailers for television and a new campaign of editorial and advertising filler material for magazines. Cunningham & Walsh, New York, will serve as task force agency on the promotional campaign.

Oldsmobile Buys Oscars

OLDSMOBILE Div., General Motors Corp., next March 27 will sponsor the 29th annual Academy of Motion Picture Arts & Sciences awards (Oscars) on NBC-TV (10:30 p.m.-12:15 a.m.) for the fourth consecutive year. The program, which originates from Hollywood, will be handled through D. P. Brother & Co., Detroit.

A&A SHORTS

Advertising Research Foundation, N. Y., has moved into new quarters at 3 E. 54th St. Telephone: Plaza 1-5656.

Peck-Heekin Adv., Cincinnati, Ohio, consolidated with **Louis D. Mueller Adv. Agency,** same city, retaining Peck-Heekin name.

John Gallagher Adv., S. F., has moved to newer offices at 45 Maiden Lane, with same phone number, Exbrook 2-8538.

Honig-Cooper Co., S. F., to add new three-story wing to accommodate expanded business and growing staff.

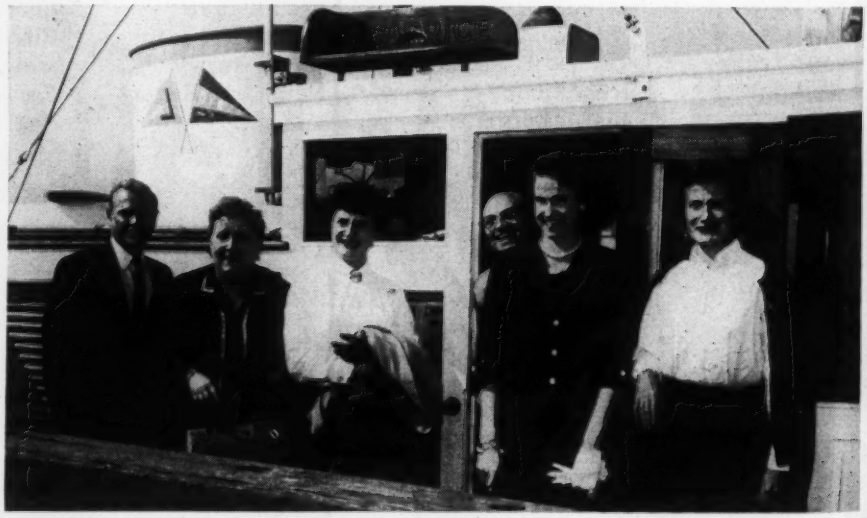
Radio & Tv Monitors, Port Chester, N. Y., has been formed by Harry Fuchs, formerly with Skouras Theaters. Company will monitor radio and television commercials for advertisers and report on omissions and inaccuracies in commercials. Telephone number is Westmore 9-0054.

Langlois Filmusic Inc. (prerecorded film music), N. Y., announces opening of new Hollywood office at 1548 N. Highland Ave. Telephone is Hollywood 9-5846. George R. Jones, formerly with C. P. MacGregor Co., has been appointed general manager for Langlois west coast operations.

NETWORK RENEWALS

Brown & Williamson Tobacco Co. (Kool and Viceroy cigarettes), through Ted Bates & Co., has renewed participations for another year in *One Man's Family* and sponsorship of two five-minute newscasts Tuesdays and Wednesdays. According to network, this order, together with that of Ford Motor Co., through J. Walter Thompson, for 109 *Monitor* announcements for its 1957 models, account for $425,000 in new net billings.

Billy Graham Evangelistic Foundation, Minneapolis, renews *Hour of Decision,* featuring Mr. Graham, on ABC Radio (Sun., 3:30-



DALTON LEMASURIER, president of KDAL-TV Duluth, Minn., has been giving New York agency timebuyers a new look at the New York skyline by taking them around Manhattan Island aboard his 65-ft. cruiser, the *Caprice.* This group on one of last week's tours is made up of personnel from BBDO (l to r): Ted Wallower, Gert Scanlon, Millie Padova, Mr. LeMasurier, Grace Stewart and Kay Brewer.

NOTHING NEW IN RADIO?
TAKE A LOOK AT MILWAUKEE!

MAESTROS AND MUSICANA is the most exciting development in radio in a decade. It has prompted audiences, advertisers and broadcasters everywhere to sit up and listen like never before.

The MAESTROS are five of Milwaukee's most talented and popular air personalities. Their special talents—their understanding and treatment of MUSICANA—have earned them a special title.

For MUSICANA is something special. It is as different a kind of music as Milwaukee has heard since the zither found its last resting place in the public museum. It is not Rock and Roll, repetitious Top Ten, Western, Polka or Longhair!

It is a carefully calculated blending of familiar instrumentals by the better bands and the popular, best-selling vocals of the top artists. It is the music which surveys, record sales and concerts throughout the country have demonstrated time and again is preferred by more people more often than any other.

When much of radio has deteriorated to the loose, trite and repetitious, WISN has established a programming concept rooted in freshness, timeliness, individuality and highly professional production. The result is a brand of radio as exclusive in Milwaukee as Lou Perini's Braves.

Reach the most people who do the most buying at the lowest cost per 1000 in Milwaukee! Reach them with MAESTROS AND MUSICANA on WISN.

DIAL 1150

WISN-RADIO

Edward Petry & Co., Inc.

MILWAUKEE'S FIRST STATION

MORTIMER HALL (l), president and general manager of KLAC Los Angeles, and Morry Axelrod, merchandising director of Thrifty Drug Stores, hold up 10 fingers symbolizing the drug concern's renewal of its annual contract for the 10th year on KLAC. The new pact calls for five-minute musical segments at one-hour intervals seven days a week.

4 p.m. EDT), starting Oct. 28. Agency: Walter F. Bennett & Co., Chicago.

AGENCY APPOINTMENTS

Bravo Macaroni Products, Rochester, N. Y., to BBDO, N. Y.

Charles F. Hutchinson Adv. Inc., Boston, to handle advertising for Metropolitan Chevrolet Dealers Assn. Media plans for 1957 models include radio saturation.

Peck Adv., N. Y., to handle advertising for N. Y. State Committee for Stevenson-Kefauver-Wagner. Agency currently handles N. Y. State Democratic Committee advertising.

DuKane Corp. (tape recorders, audio-visual equipment), St. Charles, Ill., appoints John Marshall Ziv Co., Chicago.

Second National Bank of Philadelphia to Adv. Assoc. there.

Disneyland Hotel, Anaheim, Calif., names Edwards Agency, L. A.

Seelig & Co., St. Louis, appointed to handle accounts of Hotel Kingsway and Hotel De-Soto, both St. Louis.

Advertising Counselors of Arizona, Phoenix, appointed to handle all tv advertising for First National Bank of Arizona.

Charles F. Hutchinson Inc., Boston, has been named by Greater Boston Automobile Dealers Trade Assn. for that association's forthcoming Automobile Show.

Madera Bonded Wine & Liquor Co., Baltimore, appoints Applestein, Levinstein & Golnick, same city, to handle its advertising effective Nov. 1. Radio-tv will be used.

Willard Tablet Co. (Willard's Tablets) and **Monark Silver King Inc.** (bicycles, lawn mowers, chain saws), both Chicago, appoint The Martin Co., same city, to handle advertising.

GLORIOUS
as
OUR COUNTRY'S HISTORY!
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
Ziv's New Star-Spangled Rating Winner
SEE PAGES
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OCCASION

Advance Schedule Of Network Color Shows

(All times EDT)

CBS-TV

Oct. 22-23, 25-26 (3-3:30 p.m.) *The Big Payoff,* Colgate-Palmolive Co. through William Esty (also Nov. 1-2).

Oct. 23 (9:30-10 p.m.) *Red Skelton Show,* Pet Milk through Gardner, and S. C. Johnson & Son through Needham, Louis & Brorby on alternate weeks (also Nov. 6, 13, 27).

Oct. 26 (3:30-4 p.m.) *Bob Crosby Show,* participating sponsors (also Nov. 9, 16, 23).

Oct. 28 (1-1:30 p.m.) *Heckle & Jeckle Show,* sustaining (also Nov. 4, 11, 18, 25).

Oct. 31 (8-9 p.m.) *Arthur Godfrey Show,* participating sponsors (also Nov. 7, 21, 28).

Nov. 1 (8:30-9:30 p.m.) *Shower of Stars,* Chrysler Corp. through McCann-Erickson.

Nov. 3 (9-11 p.m.) *Ford Star Jubilee,* "The Wizard of Oz," Ford Motor Co. through J. Walter Thompson.

Nov. 19 (10-11 p.m.) *Our Mr. Sun,* Bell Telephone Co. through N. W. Ayer.

Nov. 22 (8:30-9:30 p.m.) *Climax,* Chrysler Corp. through McCann-Erickson.

NBC-TV

Oct. 22-24 (3-4 p.m.) *Matinee,* participating sponsors (also Oct. 29-31, Nov. 2, 5-9, 12-16, 19-23, 26- 30). 30).

Oct. 22 (9:30-10:30 p.m.) *Robert Montgomery Presents,* Schick through Warwick & Legler, and S. C. Johnson & Son through Needham, Louis & Brorby on alternating weeks (also Oct. 29, Nov. 5, 19, 26).

Oct. 23 (7:30-7:45 p.m.) *Jonathan Winters Show,* Lewis Howe Co. through Dancer - Fitzgerald - Sample, and Vick Chemical Co. through BBDO (also Oct. 30, Nov. 6, 13, 20, 27).

Oct. 23 (8:30-9 p.m.) *Noah's Ark,* Liggett & Myers through McCann-Erickson, and Max Factor Co. through Doyle Dane Bernbach (also Oct. 30, Nov. 6, 13, 20, 27).

Oct. 24 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods, through J. Walter Thompson Co. (also Nov. 1, 8, 15, 7, 14, 28).

Oct. 25 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. Co. through J. Walter Thompson Co. (also Nov. 1, 8, 15, 22, 29).

Oct. 26 (8:30-9 p.m.) *Walter Winchell Show,* Toni through North Adv., and R. J. Reynolds Co. through William Esty on alternating weeks (also Nov. 2, 9, 16, 30).

Oct. 27 (8-9 p.m.) *Perry Como Show,* participating sponsors (also Nov. 3, 10, 17, 24).

Oct. 27 (9-10:30 p.m.) *The Saturday Spectacular,* "Manhattan Tower," Oldsmobile through D. P. Brother, and RCA and Whirlpool through Kenyon & Eckhardt.

Oct. 28 (7:30-9 p.m.) *Hallmark Hall of Fame,* "Born Yesterday," Hallmark Cards through Foote, Cone & Belding.

Oct. 28 (9-10 p.m.) *Goodyear Playhouse,* Goodyear Tire & Rubber Co. through Young & Rubicam (also Nov. 11).

Nov. 2 (9-10 p.m.) *Chevy Show,* starring Dinah Shore, Chevrolet through Campbell-Ewald (also Nov. 30).

Nov. 4 (9-10 p.m.) *Alcoa Hour,* Aluminum Co. of America, through Fuller & Smith & Ross.

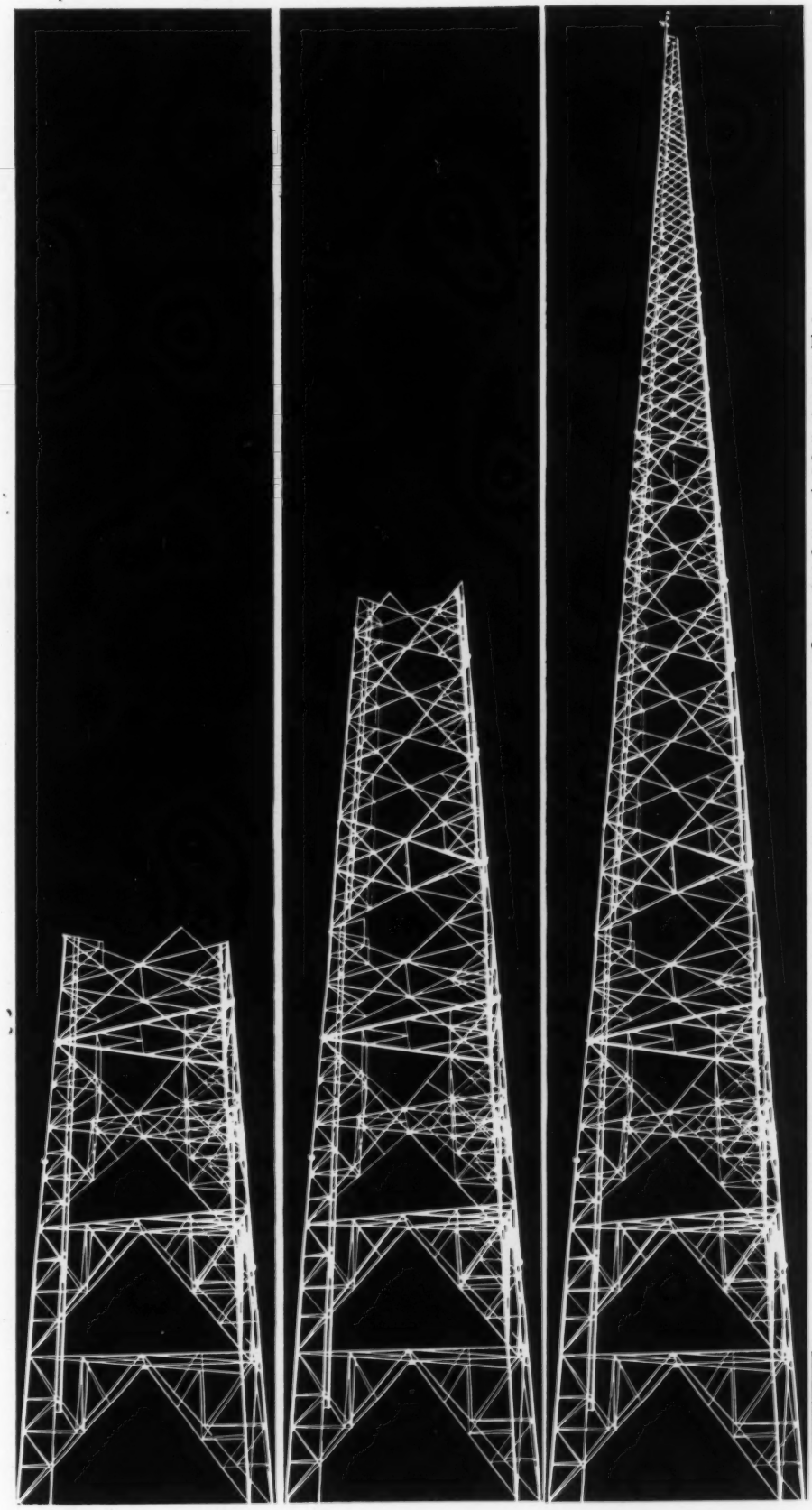
Nov. 12 (8-9:30 p.m.) *Producers' Showcase,* "Jack & the Beanstalk," RCA and Whirlpool through Kenyon & Eckhardt, Buick through Kudner.

Nov. 18 (2-4 p.m.) *NBC-TV Opera Theatre,* "La Boheme," sustaining.

Nov. 24 (9-10:30 p.m.) *Saturday Spectacular,* "High Button Shoes," Oldsmobile through D. P. Brother, and RCA and Whirlpool through Kenyon & Eckhardt.

Nov. 25 (9-10:30 p.m.) *Hallmark Hall of Fame,* "Man & Superman," Hallmark Cards through Foote, Cone & Belding.

[Note: This schedule will be corrected to press time of each issue of B•T]



WBUF

NBC TV in Buffalo

CLIMBS TO NEW HEIGHTS

740 feet high — four times higher than Niagara Falls — 1349 feet above sea level — *the tallest man-made structure in Buffalo!* That's WBUF's tower, outstanding structure in WBUF's newly-completed $1,500,000 Color Television Center. The new WBUF center was dedicated on the 11th of this month, making WBUF the first NBC-owned-and-operated station planned from foundation to tower-top *specifically* for ultra-high frequency TV operations. Twenty-eight years of NBC-RCA know-how went into making NBC's home in Buffalo the most modern and complete showplace in the Niagara Frontier Area.

To advertisers, WBUF's new facilities represent a powerful new way to sell in Buffalo — America's 14th largest market, with an effective buying income of $2½ billion.

To TV-viewers in the Niagara Frontier Area, this new structure means the great lineup of NBC network programs — on WBUF, Channel 17, *exclusively*. The new tower and a new 500,000 watts of transmitting power bring to the entire Niagara Frontier Area a new, clearer, sharper picture. But they are only a promise of things to come from a station equipped to expand to a mighty 5 million watts. Small wonder that virtually *every set now sold in Buffalo is an all-channel set, equipped to receive* WBUF!

When making *your* plans for Buffalo, keep your eye on WBUF, Channel 17. Your customers do.

WBUF CHANNEL 17

NBC *leadership station in Buffalo*

sold by NBC SPOT SALES

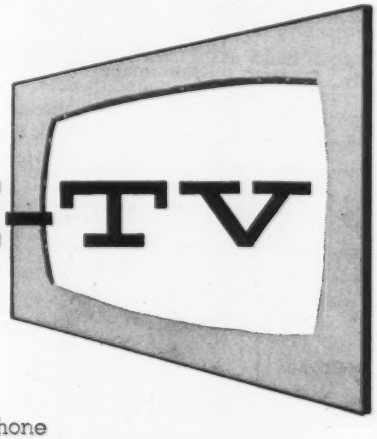
The Lion to be King

n who wanted

g of two forests...

Once there was a lion who was ruler of a forest. It was a verdant green forest and the lion was esteemed for his leadership and successes. This he found very gratifying so he said to himself, "Why not be king of two forests...?"

Not to belabor Aesop, the advent of MGM-TV has been one of the momentous events in the annals of entertainment. Also one of its greatest success stories. To date, eighteen stations have signed as affiliates of MGM-TV for a total contract price of nearly $25,000,000. All arrangements are on an exclusive basis and only one station in each telecasting area can qualify. We urge you to make immediate inquiry concerning the 725 feature films available and the special promotional privileges offered.



● For further information—write, wire or phone
Charles C. Barry, Vice-president,
MGM-TV, a service of Loew's Incorporated,
1540 Broadway, New York, N. Y., JUdson 2-2000

STEWART-WARNER Corp., Alemite Div. (automobile accessories), Chicago, has signed to sponsor one-half of eight Army football games this fall on WRCA New York. Present for the signing are (l to r) Allen Dicus, account executive, and Jim Shelby, radio-tv director, both MacFarland-Aveyard agency; Fred Cross, Alemite advertising manager; Harry Jacobs, NBC account executive; Beverly Hicks, MacFarland-Aveyard timebuyer, and Fred Lyons, manager, NBC Spot Sales Central Div.

A&A PEOPLE

Arno C. Naeckel, president, elected board chairman, L. W. Ramsey Adv. Co., Chicago. **Lea H. Copeland,** formerly executive vice president of agency, elected president to succeed Mr. Naeckel, and **Roy W. Rice,** formerly director, Preserve Div., Glaser, Crandell Co., Chicago food firm, elected Ramsey executive vice president.

Kenyon M. Lee, formerly vice president-manager of Miami, Fla., office, MacManus, John & Adams Inc., opens agency bearing his name with offices in Miami and Jacksonville.

James R. Telisky, with media dept., Campbell-Ewald Co., Detroit, to media director, Geyer Adv., same city.

Edward S. Richardson, Geyer Adv., N. Y., appointed timebuyer.

John W. Garberson, vice president, N. W. Ayer & Son Detroit office, has been named manager of the agency's operations there, succeeding **J. Widman Bertch,** transferred to Hollywood.

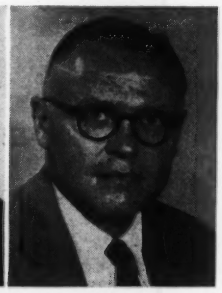
MR. RISMAN

Robert S. Risman, formerly account executive, Rising & Taylor Inc., elected president of agency bearing his name, Buffalo, N. Y.

Verne Reynolds, motion picture advertising executive, to Goodman - Anderson Adv., L. A., as copy chief and production manager.

Oliver Barbour, director of television programming, and **Mark Becker,** account supervisor, Benton & Bowles, N. Y., elected vice presidents of agency.

MR. BARBOUR



MR. BECKER

Hugh A. Smith, marketing-public relations consultant and former KXA Seattle general manager, named consultant by Rainier Brewery, Seattle.

Richard C. Hunt, formerly with Ruthrauff & Ryan Inc., Chicago, to Allen & Reynolds, Omaha, as marketing director.

Robert A. Wilcox, West-Marquis, L. A., to BBDO, same city.

Lester Gutter, senior consultant, Management Development Research Corp., Providence, R. I. (affiliate of Walter V. Clarke Assoc.), to Gray & Rogers, Phila., as director of research.

Albert H. Messer, account executive on Tea Council of the U.S.A., Fred Rosen Assoc., N. Y. public relations firm, has been named public relations director of Brand Names Foundation.

George A. Price, director of public relations, Denver Chamber of Commerce, to William Kosta & Assocs., that city, in public relations.

Bennett Foster, copywriter, Charles Bowes Adv. Inc., L. A., promoted to copy chief.

Frank S. Keoh, formerly sales and advertising manager, Cudahy Brothers Co., Cudahy, Wis., appointed food advertising and merchandising consultant, Buchanan-Thomas Adv., Omaha, Neb.

Alan Hahn has been appointed radio-tv copy director for The Joseph Katz Co. agency, Baltimore and N. Y.

Dorothy Kent copy group head Grey Adv., N. Y., appointed copy group head for cos-

Midnight Preview

A 12-hour radio saturation schedule in Houston—based on an advertising agency's hunch that thousands of Houstonians would stay up late at night to get the first look at new 1957 Fords—brought "results that were astounding," according to A. S. Black & Co., the Houston agency.

The agency persuaded Earl McMillian Inc., Ford dealer, to open its doors at 12:01 a.m. Oct. 3 instead of waiting until regular daily hours. From noon Oct. 2 to midnight the one-minute spots schedule was put on five Houston radio stations, calling attention to the midnight 1957 Ford review and offering coffee and doughnuts and awards of radio and tv sets.

All three of McMillian's showrooms were crowded by 11 p.m., and a total of more than 6,000 people turned out for the early morning presentation, the agency said, consuming 50 gallons of coffee and 97 dozen donuts. One downtown night worker with a half-hour dinner period at midnight visited one of the showrooms, filled up on coffee and doughnuts, saw the new Fords, bought one and got back to work on time. Other on-the-spot sales were "amazingly high," the agency reported.

Sol—

Here's to your 25 years from my 25 years—

Art

Radio KGVO TV

Missoula, Montana

ADVERTISERS GET BIG-TIME RESULTS ON WFAA-TV

The housewife who just opened this can of Heinz baked beans might find herself in the same predicament as the little cartoon character when it comes to pronouncing "Worcestershire Sauce," but one thing's for sure: She *knows* it pays to reach for HEINZ, regardless. And throughout North Texas more and more housewives are becoming presold on all Heinz products while settled back to watch "Studio 57" — now in its 3rd year over WFAA-TV!

If you're looking for "big time" results, see your PETRYMAN for complete market data and coverage information.

WFAA-TV

DICK DRUMMY,
Commercial Manager
A TELEVISION
SERVICE OF THE
DALLAS MORNING NEWS

CHANNEL 8 DALLAS
NBC-ABC

metics, toiletries and fashion, Emil Mogul Co., N. Y. Miss Kent will also be a member of the agency's plans board.

Eugene G. Clayton, copy staff, J. M. Mathes Inc., N. Y., appointed copy director of agency.

William M. Bryngelson, copy chief, Kansas City office of Bruce B. Brewer & Co. agency, appointed creative director, Minneapolis client service staff. Named assistant account managers to Minneapolis client service staff were **Richard L. Peterson** and **Roger L. Hickok.**

Philip A. Stumbo, for Ted Bates & Co. Inc., N. Y., Adv., on Whitehall account, to McCann-Erickson, N. Y., as assistant timebuyer.

John W. Amon promoted to assistant head of art department at Needham, Louis & Brorby Inc., Chicago.

Martha Lomask, copy staff, J. Walter Thompson Co., and **Bill Brennan,** copy staff, Lennen & Newell, N. Y., to Sullivan, Stauffer, Colwell & Bayles, N. Y., as copywriters.

Jackie Agnew West, copy supervisor, Ogilvy, Benson & Mather, N. Y., to Compton Adv., same city, as copy group head on Procter & Gamble food accounts.

Mary G. Lee, formerly with advertising dept., Sibley, Lindsay & Curr (department store), Rochester, N. Y., to Weightman Adv., Phila., as copywriter.

J. B. Benge Jr., graduate of Amherst College, to M. M. Fisher Assoc., Chicago, as junior account executive.

Carol Bennett, formerly with Ellington & Co., N. Y., to Chicago office, J. Walter Thompson Co. as group head for women's interests, public relations dept.

Claire List promoted from research analyst to project and creative research director, Tatham-Laird Inc., Chicago.

John S. Wiggins, formerly with Arthur Meyerhoff & Co., Chicago agency, to H. W. Kastor & Sons Adv. Co., same city, as account executive.

Hugh Raeger, formerly owner of First United Broadcasters, to Martin Co., Chicago, as manager of radio-tv department.

Delbert Dally promoted to head art director in Chicago office of Compton Adv. Inc.

Lester J. Will, formerly general manager, American Dairy Assn., joins Chicago staff, J. Walter Thompson Co.

Ed Faison, formerly with Needham, Louis & Brorby, Chicago, to Leo Burnett Co. there, as research supervisor on Pillsbury account. **Gil Mickels,** formerly assistant advertising manager and canned meats brand manager, Armour & Co., Chicago, to Leo Burnett as account executive on Pillsbury account.

Harold J. Beeby, former advertising manager, Commonwealth Electric Co., Chicago, joins advertising department, Miles Labs Inc., Elkhart, Ind.

Pat Paquet Seman, formerly with Harvey Waldman & Assoc., L. A., to copy staff, Charles Bowes Adv., same city.

Richard E. Joerger, previously with Leo Burnett Co., rejoins copy staff of Aubrey, Finlay, Marley & Hodgson Inc., Chicago, with which he was associated until 1950.

Jan Marinello, formerly with Dancer-Fitzgerald-Sample Inc., Chicago, to copy staff, Garfield, Linn & Co., same city.

Andrew Sorbie, head of shipping department, Kudner Agency, N. Y., honored at a luncheon Oct. 12, at Waldorf-Astoria, N. Y., to mark his 25th year in advertising agency business.

LARGEST single sale of time in the history of KOOL Phoenix, Ariz., has been negotiated with Courtesy Chevrolet Inc., which has contracted for six-days-a-week sponsorship of the 10 p.m. to 6 a.m. *Ten 'Til Dawn* program (or 48 hours a week). At the contract signing are (l to r) Tom Chauncey, vice president-general manager of KOOL-AM-TV; Ed Marsett, KOOL sales manager; Ed Fitzgerald, general manager of Courtesy Chevrolet, and Pat McCallion, KOOL account executive.

F. G. Jewett, advertising manager, American Can Co., N. Y., designated by Advertising Council as volunteer coordinator of new Armed Forces information campaign. Compton Adv., N. Y., will act as task force agency for all-media campaign using spot radio-tv.

George A. Price, director of public relations, Denver Chamber of Commerce, to William Kosta & Assocs., that city, in public relations.

Hella Teig, timebuyer, Emil Mogul Co., N. Y., married Oct. 7 to **Morton Selman,** traffic manager, Associated Transport Inc., N. Y.

The a b c of paid circulation

The surest barometer of reader acceptance of any publication is its *paid* circulation. Special people read business and trade journals for hard news and for ideas—tools of their professions or trades. They get their entertainment elsewhere (mostly from radio and television).

A *paid* subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber pays his money because he *needs* the publication to keep pace with developments in his own business. He is too busy to read those publications which do not meet his requirements, even if they come to him *gratis*. Thus, if reader interest is not sustained, paid circulation is promptly affected.

Broadcasting • Telecasting for the past 12 months averaged a *paid* weekly circulation of 17,030. This is the largest *paid* circulation in the vertical radio-tv field. B•T in fact distributes more *paid* circulation in four months than the combined annual paid of all other vertical magazines in this field.

B•T is a member of the Audit Bureau of Circulations—the only paper in our field to enjoy this privilege. The symbol below is your guarantee of integrity in reporting circulation facts to buyers of space.

There is no blue sky or unverified claims in B•T. That is why B•T is the basic promotional medium in the radio-tv field, with 25 years of loyal readership and *paid* circulation to back it up.

AUDITED PAID CIRCULATION ABC

SPINE-TINGLING

SHOWMANSHIP

at your command!

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Ziv's New Star-Spangled Rating Winner

SEE PAGES

11, 12, 13

fifth term in the white house...

As he has done before, U.P.'s Merriman Smith in this presidential election year is covering both candidates—dividing his time between Mr. Eisenhower and Mr. Stevenson as they campaign.

For 15 years Smith has specialized in news of the nation's chief executives, from FDR onward. He is now in his fifth presidential term as the United Press correspondent in the White House. His present double assignment is a current example of U.P.'s top-flight reporting of top-flight stories.

With FDR

With HST

With DDE

United Press

UNITED PRESS ASSOCIATIONS • 220 EAST 42ND STREET • NEW YORK

"If we're going to have any kind of living together, we must have some sort of an understanding..."

This is a boy from Boston, talking to a lady named Helen Parkhurst about racial prejudice.

The same Helen Parkhurst asked youngsters in Portland, Ore., about military service. One said, "It isn't actually fear that bothers you . . . it's you don't know *when* you're going or *where*."

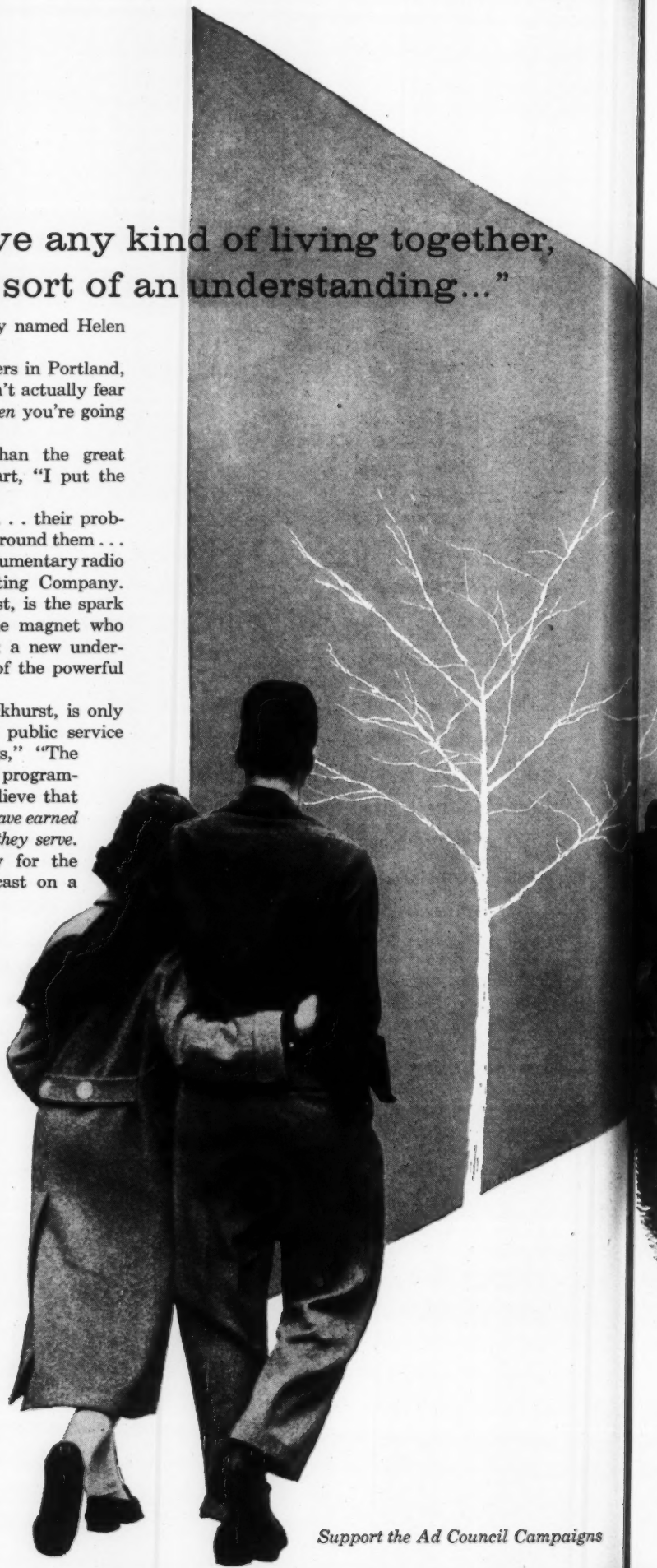
Sometimes teenagers are more direct than the great masters . . . like the one who said about art, "I put the feeling inside me in my hands."

Young people's feelings about themselves . . . their problems . . . their futures in the wonderful world around them . . . that's the heart of "Growing Pains," a new documentary radio series produced by Westinghouse Broadcasting Company.

Helen Parkhurst, famous child psychologist, is the spark who lights the youngsters' imaginations, the magnet who draws out their deepest feelings. The result: a new understanding for parents . . . for everyone . . . of the powerful stirrings in our young people.

This new series by WBC, with Helen Parkhurst, is only one in a growing list of outstanding WBC public service programs—programs like "Of Many Things," "The Big R," "How Shall We Learn?" This kind of programming is emphasized by WBC because we believe that *broadcasting is most effective on stations which have earned the respect and confidence of the communities they serve.*

"Growing Pains" is produced exclusively for the WBC stations, but is already being broadcast on a number of educational radio stations. We shall be happy to make it available to others. Call Richard Pack, WBC Vice President in charge of Programming, at MUrray Hill 7-0808, New York.



Support the Ad Council Campaigns

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBC

RADIO	TELEVISION
BOSTON—WBZ+WBZA	BOSTON—WBZ-TV
PITTSBURGH—KDKA	PITTSBURGH—KDKA-TV
CLEVELAND—KYW	CLEVELAND—KYW-TV
FORT WAYNE—WOWO	SAN FRANCISCO—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC. • ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

INS-TELENEWS PLANS NEW FILM SHOW

Half-hour 'Ask the Camera' series will be added to heretofore news-only programming.

ENTRY of INS-Telenews into the field of distribution of entertainment programs with a new half-hour series, *Ask the Camera*, is being announced jointly today (Monday) by Caleb B. Stratton, executive vice president of Hearst Metrotone News, and Ted Lloyd, producer of the program.

INS-Telenews heretofore has distributed news programs exclusively, according to Robert H. Reid, INS tv sales manager. He said acquisition of the new show "lifts us out of the limited area of news programs and puts us into the broader entertainment field . . . and there is more new programming to follow."

The new program series is being produced by Mr. Lloyd in association with Hearst Metrotone News Inc., which also produces the INS-Telenews Newsfilm services for tv stations. One unusual feature of the program, according to Mr. Lloyd, is that each show will be "packaged especially for each local station carrying the program."

Questions from viewers received by each station, Mr. Lloyd said, will be forwarded to the program's New York production office and a program answering the questions of local viewers will be shipped directly to the station. Mr. Lloyd noted that the program has been carried on a local basis on WRCA-TV New York and KRCA-TV Los Angeles and now will be available nationally because of the association with Hearst Metrotone News.

He pointed out the world-wide Hearst Metrotone newsgathering organization will be available to shoot "on the spot" films to be used by *Ask the Camera* and added that the program also will make use of the "News of the Day" library, which contains more than 25 million feet of film.

INS-Telenews currently has three other film properties for distribution. They are: *Telenews Daily, Telenews Weekly* and *This Week in Sports.*

Vogel Succeeds Loew As Loew's Inc. President

JOSEPH R. VOGEL, president of Loew's Theatres since 1954 when production and distribution functions of Loew's were separated from the theatre operation, was elected president of Loew's Inc. Thursday, succeeding Arthur M. Loew, who was elected board chairman. Loew's Inc., which produces and distributes Metro-Goldwyn-Mayer pictures, has an active tv division.

Mr. Loew submitted his resignation a few weeks ago [B•T, Oct. 8], citing a desire to ease his responsibilities.

Loew's board also elected Nicholas M. Schenck, chairman of the board, to honorary board chairman. Mr. Vogel started as part-time movie usher at 14 and has been with the Loew's organization for more than 40 years. Leopold Friedman, with Loew's more than 30 years, succeeds Mr. Vogel.

LOOKING over a brochure of Screen Gems' "Hollywood Movie Parade," which WGN-TV Chicago has just purchased, are (l to r), Henry A. Gillespie, Screen Gems midwest sales manager; Ward Quaal, WGN Inc. vice president and general manager, and J. E. Faraghan, WGN-TV program manager. WNAC-TV Boston also has bought the package of 104 feature films, bringing the number of purchasers to 85.

Railway Express Rights Go To All-World Productions

RIGHTS to the 117-year history of the Railway Express have been acquired by Larry Harmon, Virgil Reimer and William Hebert for presentation as a new tv series, *Adventure U. S. A.* and in feature movies. The trio has formed All-World Productions Inc. in Hollywood.

Mr. Harmon, producer-director for NBC for five years, and Mr. Reimer, producer-writer-director with that network for 22 years, will be co-producers on the new series. Mr. Hebert, who also heads his own Hollywood public relations firm, will be in charge of sales.

At the same time, the trio issued a warning to all producers attempting to use the names Pony Express and Wells Fargo "or any authentic data pertaining thereto, for any commercial purpose, will be required to determine their rights, since these are the exclusive property of Railway Express exclusively assigned to the Reimer, Harmon and Hebert co-partnership for total administration in the entertainment field."

To Sponsor 'Dr. Christian'

COLONIAL STORES Inc. (supermarket chain), Atlanta, will sponsor *Dr. Christian*, Ziv Television Programs' new series of half-hour, filmed tv dramas, in 15 southeastern markets beginning Oct. 30. Liller, Neal & Battle, Atlanta, Ga., agency, handles the Colonial advertising account.

Folks get together over **WWDC** Radio

"1st in Washington, D.C., 6 A.M. to 6 P.M., 7 days a week"—July-August Pulse

REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

Look at these results: **POPEYE 7-DAY AVERAGE ON WPIX OUTRATES ALL SEVEN N.Y.C. STATIONS!**

TELEVISION WPIX *CHANNEL 11*

FRED M. THROWER
VICE PRESIDENT AND GENERAL MANAGER

October 9, 1956

Mr. Robert Rich
Associated Artists Productions, Inc.
345 Madison Avenue
New York 17, N. Y.

Dear Bob:

Popeye's made a clean sweep in New York! The spinach-eating sailor topped all six competing stations, averaging all seven days of the week.

You know, of course, that our Monday-Friday Popeye strip was sold out over a month before the first telecast. It's certainly been proved quickly that the charter sponsors knew a good thing when they bought it. The Popeye half-hours pulled a 7-day ARB September average of 5.6, against 4.7 for the next highest station.

The Mon.-Fri. average was 6.0, with a non-duplicated cumulative rating of 13.9. Among the programs Popeye overpowered were "Million Dollar Movie," "Hopalong Cassidy," "Gene Autry," the U. N. Handicap, "Wild Bill Hickok," "Annie Oakley," "Captain Video," and "Sky King."

We confidently believe that Popeye ratings will grow even larger - after all, this was his first week on the air.

Best personal regards,

Fred Throwerr

Fred Thrower
Vice-President

Capture the Audience in YOUR MARKET with Popeye cartoons.

Call or wire today

a.a.p. *Associated Artists Productions, Inc.*

345 Madison Ave., N. Y. C.
MUrray Hill 6-2323

CHICAGO
75 E. Wacker Drive • DEarborn 2-4040

DALLAS
151 Bryan Street • RAndolph 6043

LOS ANGELES
9110 Sunset Boulevard • CRestview 6-5800

Bea Johnson, Director of Women's Activities for KMBC-KFRM and one of the best-known woman broadcasters in America. Her "Happy Home" is a "must" with both housewives and advertisers.

LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact —they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC of Kansas City
KFRM for the State of Kansas
50 in the Heart of America

NEWSY NEIGHBORHOOD

In Port Huron let WHLS the community-minded station—featuring 4 full time newsmen—deliver your message between newsbreaks.

WHLS
Where local "know-how" delivers the local touch.
PORT HURON, MICHIGAN
Represented Nationally by Gill-Perna
For Detroit — Michigan Spot Sales

ZIV'S NEW
STAR-SPANGLED
RATING WINNER!
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
Ready for action Now!
SEE PAGES
11, 12, 13

Unger Sees Advantage In Movie, Tv 'Cross-Plugs'

THOUGH obvious "cross-plugs" between theatrical motion pictures and tv film programs irritate home viewers, extra audiences can be built for both media if tv film producers permit their stars "as much freedom as possible to take on outside feature movie roles."

This opinion was voiced last week by Maurice Unger, vice president in charge of production for Ziv Television Programs, who noted that the experience of his company has been that the "freedom of outside work" clause in talent contracts has attracted top motion picture and Broadway personalities to the Ziv roster. From a publicity viewpoint, Mr. Unger said, the movie producer has "the advantage of a loyal program audience for Ziv telefilms who will usually go to theatres to see a tv favorite in another role, and Ziv and its advertisers gain publicity mileage in the drawing power of a star name because of the promotion surrounding a feature picture."

King-Shore Films Set Up; Will Handle Flynn Series

NEWLY-organized King-Shore Films Ltd., New York, last week was named exclusive distributors in the U. S. of *The Errol Flynn Theatre* film series that currently is in production in England. King-Shore has established headquarters at 295 Madison Ave., New York.

Charles King is board chairman of the new company. For the past two years he has been a sales representative for Television Programs of America, New York.

Sig Steven Shore is president of King-Shore Films. He served previously with Buchanan & Co. and Cavanaugh-Shore & Co., New York advertising agency. Other officers of the company are Norman C. Nicholson, secretary, and Sidney Florea, treasurer.

Screen Gems Adds Five

ADDITION of five account executives to sales staff of Screen Gems Inc., New York, have been announced by Robert H. Salk, director of syndicate sales for SG. New salesmen and their territories: Marvin Frank, New York State; Stephen John O'Connor and George Fischer, Midwest, Roy George and Jack Eisele, South. George Hankoff has been promoted from New York State representative to head of the mid-Atlantic area, covering Philadelphia, Baltimore and Washington.

SEARS, ROEBUCK & Co.'s "Sears Town" in West Palm Beach, Fla., signs for sponsorship of one feature-length RKO film weekly on WEAT-TV there. Making the announcement on the television station are Richard G. Murphy (l) manager of "Sears Town," and Edward J. Hennessy, general sales manager of WEAT-TV.

LEANING on "Leo," famed Metro-Goldwyn-Mayer trademark, as they sign a contract for Colgate-Palmolive sponsorship of *Colgate Theatre* of MGM films are (l to r) John Vrba, vice president in charge of sales at KTTV(TV) Los Angeles; Harry Saz, business manager of radio and tv at Ted Bates & Co., New York; Richard A. Moore, KTTV's president, and H. Austin Peterson, vice president in charge of the Hollywood office of Ted Bates. The program, seen each Friday at 8 p.m. [B•T Sept. 10, 3], shows uncut, feature-length MGM movies.

AAP Adds Three Salesmen

IN a move attributed to increased station interest in the Warner Bros. library of feature films, Assoc. Artists Productions Inc., last week announced the appointment of three salesmen to its staff. They are: Leo Turtledove, former western sales manager, Tele-Pictures Inc., to AAP's west coast office; Robert Montgomery, MCA-TV Ltd. and World Broadcasting Co. veteran, will be stationed in the Southwest, and Bob Hoffman, at one time with AAP and more recently with Television Programs of America, has rejoined AAP in the New York home office.

Digest Productions Formed

FORMATION of Digest Productions, a new tv film production firm, was announced Thursday by its two principals, Edward Fields, president, and David O. Alber, vice president. Mr. Alber is head of his own New York public relations firm specializing in radio-tv publicity. First property under discussion by Digest: *The Press Agent*, a situation tv comedy series about "flacks."

Trick or Treat?

KYW-TV gets invited into more homes in the course of any given week than any other Cleveland area station. That's why your spot package buy will produce greater results on Channel 3.

Example: A typical "15 Plan" produces a treat of 1,035,000 home impressions in five days for only 50 cents per thousand!* KYW-TV leads all TV stations in the market with a 37.1 average share of audience for the seven days, 6 A.M. to midnight . . . over 9% higher than its nearest competition.

We have no tricks. Solid showmanship and salesmanship in both programming and promotion do the job.

Knock on Al Krivin's door, and get treated to the best buy in Cleveland.

*Cost-per-thousand figure is computed on the basis of three ten-second spots per day; morning, afternoon and evening with weekly cost under "50-15 Plan," of $337.50, based on August ARB figures and 2.5 viewers per set.

In Cleveland, No Selling Campaign is Complete without the WBC station . . .

KYW 3 TV

CLEVELAND

WESTINGHOUSE BROADCASTING COMPANY, INC.

W B C

RADIO	TELEVISION
BOSTON—WBZ+WBZA	BOSTON—WBZ-TV
PITTSBURGH—KDKA	PITTSBURGH—KDKA-TV
CLEVELAND—KYW	CLEVELAND—KYW-TV
FORT WAYNE—WOWO	SAN FRANCISCO—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

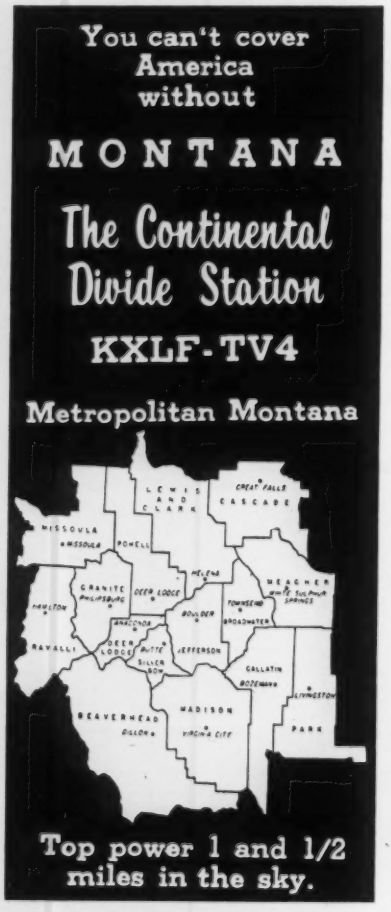
THIS is the management group of Hal Roach Studios, Culver City, Calif., which charted reorganization of the firm's commercial division along the lines of advertising agency account units to service individual tv advertisers [B•T, Oct. 8]. L to r: Sydney S. Van Keuren, vice president and general manager of Roach Studios; Jack Reynolds, commercial division production manager; John Rogers, production coordinator; Jack R. Glass, director of photographic effects; Miles Middough, production coordinator; James D. Vance, art director, and Cecil Underwood, commercial division managing director. New autonomous account units in New York will work with agencies, Mr. Van Keuren said.

Four New Production Units Servicing Hal Roach Clients

FOUR initial production units, styled along the lines of advertising agency account units, began functioning last week at Hal Roach Studios, Culver City, Calif., to service individual spot tv accounts of the commercial division. Reorganization was announced early this month by Sidney S. Van Keuren, studio vice president [B•T, Oct. 8].

The four autonomous units, each comprised of a production head, art director and film crew, took over work on commercials for AT&T, Bulova Watch Co., Nestle Co. and Eastside beer. The Eastside unit is an animated commercial group. All four units are coordinated by Cecil Underwood, commercial division managing director, Mr. Van Keuren said.

Account Manager Jack Reynolds heads the nucleus unit assigned to service the Boulova account with production coordinators Miles Middough, and John Rogers heading the AT&T and Nestle units. Charles Hastings is in charge of the animation unit for Eastside. Similar units are being organized in the New York office of the Roach commercial division to service agencies and advertisers there.



FILM SALE

Sportlite Inc., Chicago, announces sale of Byron Nelson *Let's Go Golfing* series to KMJ-TV Fresno, Calif., marking 48th market for package.

FILM PEOPLE

William A. Pomeroy, formerly associated with Guild Films in Middle West, to Atlantic Television Corp. as special representative covering West Virginia, Kentucky, Indiana, Tennessee, Iowa and Missouri. Detroit will be his home base.

Karl P. Fischl, vice president, Transfilm Inc., N. Y., father of boy, John Alexander, Oct. 1.

MCA Distributes Stock

LATEST in a series of distributions of common stock representing ownership of the Music Corp. of America companies was announced last week by Jules C. Stein, board chairman. The distribution to 11 company officers increased the total number of individual executives owning stock in MCA to 42.

New allocations of stock were made to De Arv G. Barton, William Beutel, Ervin J. Brabec, Albert Dorskind, John W. Findlater, Louis N. Friedland, Walter A. Hanley, Edd Henry, Jennings Lang, Herbert Stern and Cecil Tennant. Mr. Friedland is vice president in charge of station sales for MCA-TV.

More Buy 'Clooney' Show; Clients Now Over 100

TWO REGIONAL SALES on the *Rosemary Clooney Show* and several local sales were announced last week by Wynn Nathan, vice president in charge of sales, MCA-TV Film Syndication Div. Though MCA-TV does not report overall sales figures, the total number of markets in which the program is sold is said to be "well over a hundred."

Latest regional sponsors are Blatz Brewing Co., Milwaukee, through Kenyon & Eckhardt, Chicago, for six markets in Wisconsin, and Hood Dairy, Boston, through Kenyon & Eckhardt, Boston, for eight markets in New England. Local sponsors who signed for the show include the Dodge dealers in Washington, D. C., and the Chevrolet dealers in Montana.

McNamara Opens Film Firm

DON C. McNAMARA, since 1950 executive vice president of Dudley Television Corp. and Dudley Pictures Corp., Hollywood, where he helped originate first animated commercials for CBS-TV *I Love Lucy*, has formed his own tv and commercial film production company, McNamara Productions Inc., 8230 Beverly Blvd., Los Angeles 48. Phone: Webster 5-1205.

FILM RANDOM SHOTS

Modern Tv, formerly division of Modern Talking Picture Service Inc., N. Y., has announced change of name to Modern Teleservice Inc., now independent corporation. Firm specializes in tv film program and spot commercial handling and distribution.

Filmack Television Studios, N. Y., last week announced the opening of a new ID Optical Dept. to produce 10-second share IDs, claiming costs will be one-third of standard costs through use of Filmack's precision-mounted Focusing Adaptor which eliminates several production stages, according to company.

Academy Pictures Inc., tv animation and commercial production firm, moved from 588 Fifth Ave., N. Y., to larger quarters at 49 W. 45th St. Telephone is Plaza 7-0744.

"A PACKED HOUSE EVERY PERFORMANCE"

"THE DIARY OF ANNE FRANK" starring Joseph Schildkraut and Susan Strasberg

A LOOK AT THE BOX OFFICE*

	National	WICU
George Gobel	28.7	56.0
Life of Riley	24.0	56.0
Groucho Marx	35.4	55.3
Ford Theatre	23.8	54.0
Dragnet	39.0	54.0
Medic	25.6	52.3
Truth or Consequences	16.9	52.3
I Lead Three Lives	13.8	54.3
Loretta Young	25.0	54.0
Playhouse of Stars	23.4	57.5

*Telepulse February, 1956

It's one thing to flatter your audience; it's quite another to flatter your client. One involves compliments; the other cash.

Somehow, cash, stocks and bonds and book values go together. So, in the language of the "street", the securities exchange was never better around WICU.

Bullish 30's, 40's and 50's on the board (check the "A Ratings" on the prospectus listed below) indicate WICU's stock is loaded.

Both bulls and bears can buy blind on WICU and turn up with a handsome yield and a gilt-edged investment. The listed assets of WICU includes the entire Erie area plus 3 states and 2 countries . . . plus ratings consistently 20% and more over the national average . . . plus 36 national promotion awards in the vault.

If you've a lonely spot schedule in need of congenial adjacencies, call Ben McLaughlin or your Petry man and join our "mutual fund".

WICU ERIE, PA. CHANNEL 12

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THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN SEPTEMBER

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK — SEVEN-STATION MARKET

1.	D. Fairbanks Presents (ABC Film)	Mon.	10:30	WRCA-TV	16.2
2.	Rosemary Clooney (MCA-TV)	Fri.	11:15	WRCA-TV	9.7
3.	Guy Lombardo (MCA-TV)	Thurs.	7:00	WRCA-TV	9.2
4.	Superman (Flamingo)	Tues.	6:00	WABC-TV	9.1
5.	Man Behind The Badge (MCA-TV)	Wed.	8:00	WPIX	8.9
6.	Death Valley Days (McC-E)	Wed.	7:00	WRCA-TV	8.7
7.	Science Fiction Theatre (Ziv)	Fri.	7:00	WRCA-TV	8.4
8.	Great Gildersleeve (NBC Film)	Tues.	7:00	WRCA-TV	8.1
9.	Fabian of Scotland Yard (CBS Film)	Mon.	9:00	WPIX	6.9
	Highway Patrol (Ziv)	Wed.	9:30	WPIX	6.9
	The Goldbergs (Guild)	Thurs.	7:30	WABD	6.9

MINNEAPOLIS-ST. PAUL — FOUR-STATION MARKET

1.	Life of Riley (NBC Film)	Mon.	8:30	KSTP-TV	32.6
2.	Celebrity Playhouse (Screen Gems)	Sun.	8:30	KSTP-TV	21.5
3.	Highway Patrol (Ziv)	Sat.	10:00	WCCO-TV	20.5
4.	Cross-Current (Official)	Sun.	8:30	WCCO-TV	17.4
5.	Studio 57 (MCA-TV)	Wed.	9:30	KSTP-TV	16.0
6.	Man Behind the Badge (MCA-TV)	Fri.	9:30	KSTP-TV	15.3
7.	City Detective (MCA-TV)	Thurs.	10:30	KSTP-TV	12.8
8.	Badge 714 (NBC Film)	Tues.	10:30	KSTP-TV	12.4
	Ramar of the Jungle (TPA)	Sat.	5:00	WCCO-TV	12.4
10.	I Led 3 Lives (Ziv)	Wed.	8:30	KSTP-TV	12.2

CHICAGO — FOUR-STATION MARKET

1.	Secret Journal (MCA-TV)	Sat.	10:00	WNBQ	25.7
2.	Science Fiction Theatre (Ziv)	Sat.	10:30	WNBQ	20.3
3.	Great Gildersleeve (NBC Film)	Mon.	9:30	WNBQ	19.0
4.	Highway Patrol (Ziv)	Thurs.	9:00	WBKB	14.9
5.	Susie (TPA)	Sat.	9:30	WBKB	14.0
6.	Racket Squad (ABC Film)	Tues.	8:30	WGN-TV	13.7
7.	I Led 3 Lives (Ziv)	Tues.	9:30	WGN-TV	13.2
8.	Badge 714 (NBC Film)	Tues.	8:00	WGN-TV	12.9
	Mr. District Attorney (Ziv)	Fri.	10:00	WBKB	12.9
10.	San Francisco Beat (CBS Film)	Tues.	9:00	WGN-TV	12.5

ATLANTA — THREE-STATION MARKET

1.	City Detective (MCA-TV)	Sat.	10:00	WSB-TV	24.8
2.	I Led 3 Lives (Ziv)	Mon.	9:30	WSB-TV	23.0
3.	Highway Patrol (Ziv)	Fri.	10:00	WAGA-TV	21.0
4.	Secret Journal (MCA-TV)	Sun.	10:30	WSB-TV	19.6
5.	Man Called X (Ziv)	Sun.	10:00	WAGA-TV	18.8
6.	Jungle Jim (Screen Gems)	Mon.	6:30	WLWA	18.0
7.	Waterfront (MCA-TV)	Thurs.	9:30	WAGA-TV	16.9
8.	Man Behind the Badge (MCA-TV)	Sun.	2:30	WSB-TV	16.4
9.	Buffalo Bill, Jr. (CBS Film)	Wed.	6:00	WLWA	16.1
10.	Annie Oakley (CBS Film)	Mon.	6:00	WLWA	15.2

CLEVELAND — THREE-STATION MARKET

1.	Highway Patrol (Ziv)	Tues.	10:30	WJW-TV	28.2
2.	Racket Squad (ABC Film)	Sat.	7:00	KYW-TV	13.3
3.	Science Fiction Theatre (Ziv)	Tues.	7:00	KYW-TV	13.2
4.	Annie Oakley (CBS Film)	Sat.	6:30	WJW-TV	12.9
5.	Kit Carson (MCA-TV)	Sat.	7:00	WEWS	12.1
6.	Studio 57 (MCA-TV)	Fri.	7:00	KYW-TV	12.0
7.	The Whistler (CBS Film)	Sat.	10:30	WJW-TV	11.0
	I Led 3 Lives (Ziv)	Fri.	9:00	WEWS	11.0
9.	Man Behind the Badge (MCA-TV)	Wed.	10:30	KYW-TV	10.7
10.	Mr. District Attorney (Ziv)	M-F.	5:30	KYW-TV	9.9

LOS ANGELES — SEVEN-STATION MARKET

1.	Highway Patrol (Ziv)	Mon.	9:00	KTTV	20.8
2.	Science Fiction Theatre (Ziv)	Mon.	8:00	KTTV	19.1
3.	Star & The Story (Official)	Thurs.	9:30	KTTV	16.2
4.	Life of Riley (NBC Film)	Mon.	8:30	KTTV	16.1
5.	Code 3 (ABC Film)	Mon.	9:30	KTTV	15.0
6.	I Led 3 Lives (Ziv)	Sat.	8:30	KTTV	14.2
7.	Confidential File (Guild)	Sun.	9:30	KTTV	13.8
8.	Badge 714 (NBC Film)	Sat.	7:30	KTTV	13.4
9.	Search for Adventure (Bagnall)	Thurs.	7:00	KCOP	12.4
10.	San Francisco Beat (CBS Film)	Sat.	9:30	KTTV	11.6

SEATTLE-TACOMA — FOUR-STATION MARKET

1.	Search for Adventure (Bagnall)	Wed.	7:30	KING-TV	31.9
2.	Western Marshall (NBC Film)	Wed.	7:00	KING-TV	31.8
3.	Waterfront (MCA-TV)	Wed.	9:30	KOMO-TV	31.3
4.	Badge 714 (NBC Film)	Fri.	9:30	KING-TV	27.7
5.	Combat Sergeant (NTA)	Tues.	10:15	KING-TV	22.7
6.	Code 3 (ABC Film)	Fri.	10:00	KING-TV	21.6
	City Detective (MCA-TV)	Sun.	10:00	KING-TV	21.6
8.	Studio 57 (MCA-TV)	Fri.	7:00	KING-TV	19.6
9.	Mr. District Attorney (Ziv)	Fri.	9:00	KING-TV	19.4
10.	Grand Ole Opry (Flamingo)	Mon.	9:30	KOMO-TV	18.9

WASHINGTON — FOUR-STATION MARKET

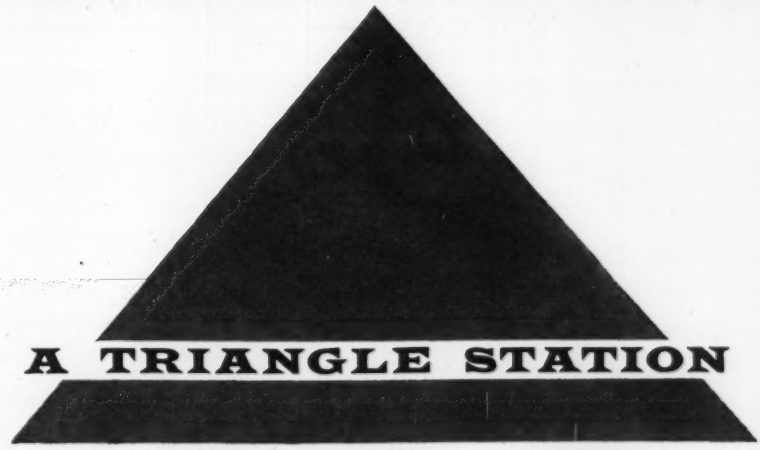
1.	Science Fiction Theatre (Ziv)	Sun.	6:00	WMAL-TV	13.6
2.	Celebrity Playhouse (Screen Gems)	Tues.	10:30	WTOP-TV	12.3
3.	Secret Journal (MCA-TV)	Sun.	6:30	WMAL-TV	12.1
4.	The Pendulum (Thompson-Koch)	Thurs.	9:30	WTTG	11.8
5.	Soldiers of Fortune (MCA-TV)	Mon.	7:00	WTOP-TV	11.2
6.	Halls of Ivy (TPA)	Sat.	7:00	WRC-TV	10.5
7.	Death Valley Days (McC-E)	Mon.	7:00	WRC-TV	10.1
8.	Count of Monte Cristo (TPA)	Sat.	6:30	WTOP-TV	9.6
9.	Superman (Flamingo)	Tues.	7:00	WRC-TV	9.2
10.	Ellery Queen (TPA)	Wed.	7:00	WRC-TV	9.0
	Highway Patrol (Ziv)	Fri.	7:30	WTOP-TV	9.0

COLUMBUS — THREE-STATION MARKET

1.	Highway Patrol (Ziv)	Tues.	9:30	WBNS-TV	37.7
2.	Passport to Danger (ABC Film)	Sun.	8:30	WBNS-TV	24.8
3.	Studio 57 (MCA-TV)	Mon.	9:30	WLWC	20.2
4.	Man Called X (Ziv)	Fri.	8:30	WBNS-TV	18.9
5.	Judge Roy Bean (Screen Craft)	Sun.	5:00	WTVN-TV	15.8
6.	Public Defender (Interstate)	Mon.	10:15	WBNS-TV	14.9
7.	Annie Oakley (CBS Film)	Sat.	6:00	WBNS-TV	14.0
8.	Buffalo Bill, Jr. (CBS Film)	Fri.	6:00	WTVN-TV	13.8
9.	The Visitor (NBC Film)	Wed.	8:30	WTVN-TV	12.7
	Grand Ole Opry (Flamingo)	Sat.	10:30	WBNS-TV	12.7

BOSTON — TWO-STATION MARKET

1.	I Led 3 Lives (Ziv)	Tues.	8:30	WNAC-TV	30.2
2.	Man Behind the Badge (MCA-TV)	Sun.	10:30	WNAC-TV	25.8
3.	Ellery Queen (TPA)	Fri.	10:30	WNAC-TV	22.2
4.	Waterfront (MCA-TV)	Sun.	7:00	WNAC-TV	21.9
5.	Superman (Flamingo)	Fri.	6:30	WNAC-TV	21.2
6.	Secret Journal (MCA-TV)	Tues.	10:30	WNAC-TV	21.0
7.	Jungle Jim (Screen Gems)	Sun.	7:00	WBZ-TV	18.1
8.	Man Called X (Ziv)	Mon.	10:30	WBZ-TV	17.0
9.	City Detective (MCA-TV)	Fri.	11:00	WNAC-TV	15.6
10.	The Falcon (NBC Film)	Sun.	11:00	WNAC-TV	15.1
	Western Marshall (NBC Film)	Wed.	7:30	WNAC-TV	15.1



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Only basic CBS-TV Station serving the area CBS *Channel 10*
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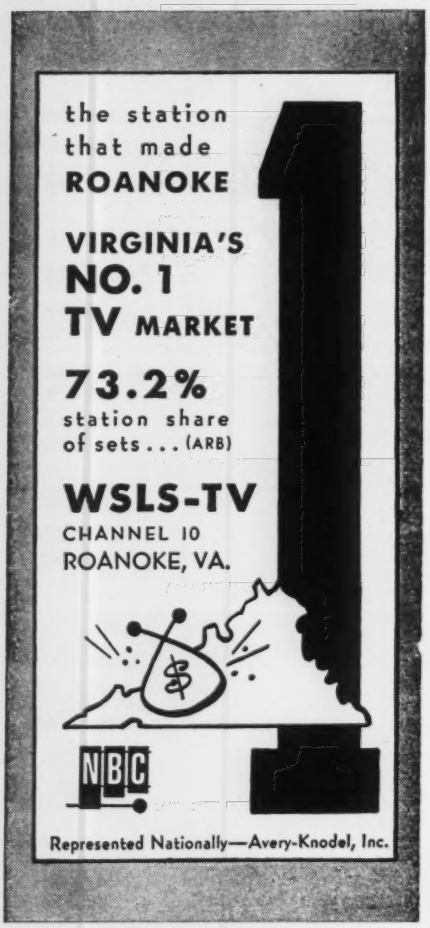
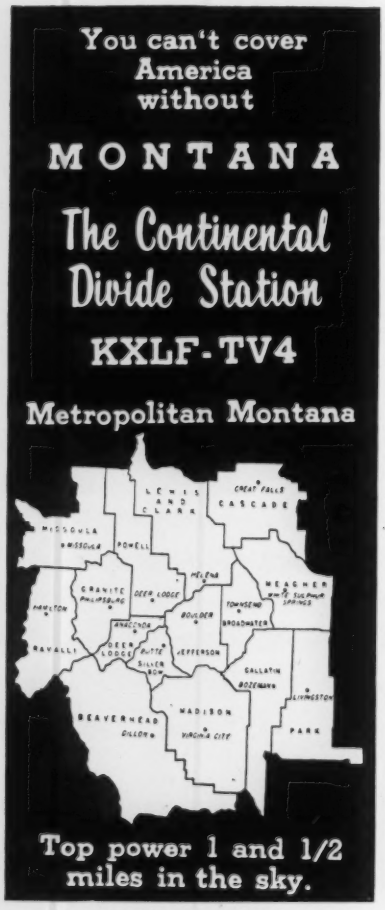
CHICAGO	DALLAS
BOSTON	LOS ANGELES
DETROIT	SAN FRANCISCO
JACKSONVILLE	SEATTLE

*ARB, March 1956 COVERAGE STUDY





Huntley, Brinkley to Handle NBC 'Caravan' Replacement

NBC news reporters Chet Huntley and David Brinkley have been named co-editors of a new Monday-through-Friday program, *NBC News* (7:45-8 p.m. EDT), starting Oct. 29. The program replaces *NBC News Caravan*, with John Cameron Swayze.

The program's format will have Mr. Huntley presenting his portion of *NBC News* from New York, while Mr. Brinkley will report from Washington, and also will travel to the scene of major news stories for first-hand or background commentary. Program will be sponsored by Miles Labs (Alka-Seltzer), Remington Rand Div., Sperry-Rand Corp., Time-Life Inc. and Studebaker Corp.

Benny Returns to CBS Radio Sunday; Single Sponsor Sought

AFTER an absence of 17 months, the *Jack Benny Show* will return to CBS Radio on Oct. 28 in the Sunday, 7-7:30 EDT period, it was announced last week by Arthur Hull Hayes, president of CBS Radio.

The program will feature the best of Jack Benny radio shows of recent years. For each program, however, Mr. Benny will record some new material.

Negotiations for the return of Mr. Benny to radio were conducted by the network with Irvin Fein, president of J & M Productions, which is producing the new program. A network spokesman said CBS Radio is attempting to sell the show to a single sponsor rather than to a group of advertisers under its segmentation plan.

Yankee Network Premieres Documentary Sales Film

PREMIERE of "The Yankee Story," half-hour documentary film on the Yankee Network (WNAC-AM-FM-TV Boston, Mass.), was held last Thursday at the Somerset Hotel in Boston before invited clients, agency representatives, and members of the press.

A coast-to-coast tour for screening of the film is following the Boston showing, according to Tom Bateson, Yankee director of national sales and sales service. The tour will embrace Philadelphia, Detroit, Chicago, St. Louis, Cincinnati, New York, San Francisco and Los Angeles.

The film, which stresses the values of New England as a market, was made by WNAC-TV's own documentary film unit. Producer-Director Jeff Forbes and Technical Director Ed Gilman and a crew of six travelled more than 2,000 miles throughout six New England states on location.

'Imagery Transfer' Advanced As New Radio Sales Concept

THE CONCEPT of "imagery transfer" was described by Matthew J. Culligan, NBC vice president in charge of the radio network, as "the new philosophy of network radio."

Mr. Culligan spoke before the Television, Radio & Advertising Club of New York, during which he outlined network radio's role in an expanding and competitive advertising economy.

Explaining "imagery transfer," he said that the consumer today is besieged by messages from many visual advertising media, and claimed that the remembrance value of these advertisements is diminished after a short time. Network radio, he continued, can serve as "the trigger to pull out these stored exposures and convert them to active, sales-producing impressions."

Mr. Culligan contended that because network radio is "by far, the most economical and efficient national medium, advertisers can make full use of this power of 'imagery transfer.'" This ability of radio to transfer an image through the use of sound, he said, would offer "little value to an advertiser if the radio networks did not offer the kind of flexibility and frequency required to accomplish 'imagery transfer.'"

Gold Succeeds Zuzulo As Mutual Press Chief

APPOINTMENT of Harold Gold as director of press information and audience promotion for MBS was announced last week by Richard J. Puff, Mutual vice president in charge of advertising, public relations and research. Mr. Gold succeeds Francis X. Zuzulo, whose resignation is effective Nov. 1.

MR. GOLD

Mr. Gold joined Mutual's press department in 1947 and previously had been a staff correspondent and political reporter for the *New York Herald Tribune*. Mr. Zuzulo joined Mutual in 1944 and was named director of press information four years ago.

Mutual Affiliates Committee Appoints Seven New Members

ELECTION of seven new members to the Mutual Affiliates Advisory Committee was announced last week by Robert Carpenter, MBS vice president in charge of station relations.

Those elected for two-year terms represent the non-metropolitan markets in the seven regional sections of the country from which MBS affiliates elect their representatives to the MAAC. New committee members and their sections are: Victor C. Diehm, WAZL Hazleton, Pa. (1); E. Z. Jones, WBBB Burlington, N. C. (2); Mike Layman, WSFC Somerset, Ky. (3); Sam W. Anderson, KFFA Helena, Ark. (4); Edward Breen, KVFD Ft. Dodge, Iowa. (5); Richman G. Lewin, KTRE Lufkin, Tex. (6); Wayne Phelps, KLAG Alamogordo, N. M. (7).

The other members of the MAAC, all representing metropolitan markets, are: Berton Sonis, WTIP Charleston, W. Va. (1); Edwin H. Dunbar, WBBQ Augusta, Ga. (2);

On the set of "I Love Lucy," starring Lucille Ball and Desi Arnaz. The nation's Number 1 TV show for 1951, 1952 and 1953 is a pioneer of the technique of filming its program as a live-show with audience. Desilu Productions uses three Mitchell 35mm BNC cameras in filming "I Love Lucy."

Joan Davis on the set of "I Married Joan," produced by P. J. Wolfson and appearing on NBC. Three Mitchell 35mm BNC cameras are used on this top TV show, which is in its 2nd year. Jim Backus plays the male lead.

Dennis Day, star of "The Dennis Day Show," a top-rated NBC program. Originally "live," this series is in its second year, and is now produced on film by Denmac Productions, using a Mitchell 35mm BNC camera.

TO FILM A SUCCESSFUL SHOW...

It takes more than just a good script to insure the success of a top-rated network program. The on-stage performances of the stars and supporting cast must be outstanding, carefully timed, superbly directed. And the camera must perform flawlessly in its vital role of recreating the superior quality of the show for millions of TV viewers.

Mitchell cameras—internationally famous—provide the matchless photographic performances so necessary to the successful making of the finest theater quality films. That is why, wherever top quality filming is the foremost consideration, Mitchell Cameras are to be found... bringing *success* into focus.

MITCHELL *The only truly Professional Motion Picture Camera*

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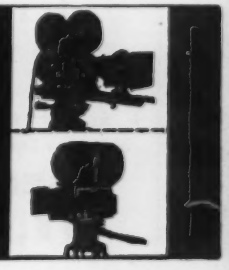
85% of the professional motion pictures shown throughout the world are filmed with a Mitchell



Donald J. Horton, WVLK Lexington, Ky. (3); T. E. Gibbons, WAFB Baton Rouge (4); Ralph McElroy, KWWL Waterloo,, Iowa (5); Willard Deason, KVET Austin, Tex. (6); Cecil Heftel, KLO Ogden, Utah (7). Their terms of office will expire next year.

Mr. Carpenter said that the MAAC will meet shortly to elect a new chairman.

CBS-TV Promotes Eliasberg As Acting Research Chief

APPOINTMENT of Jay Eliasberg, assistant director of research for CBS-TV, as acting director of research was announced last week by Merle Jones, executive vice president CBS-TV. Mr. Eliasberg assumes the duties relinquished sometime ago by Oscar Katz, who moved from research director to vice president in charge of daytime programs for CBS-TV.

MR. ELIASBERG

Mr. Eliasberg joined the CBS research department in 1947 and left two years later. He later served as director of media research and statistical analysis for Kenyon & Eckhardt, director of advertising research for Foote, Cone & Belding, and director of research for ABC Radio. In February 1955, he returned to CBS as research projects supervisor for the television network and last May 16 was named assistant director of research for CBS-TV.

KOTI-TV Joins CBS-TV

KOTI-TV Klamath Falls, Ore., has joined CBS-TV as an interconnected affiliate under the network's Extended Market Plan, CBS-TV station relations Vice President Herbert V. Akerberg announced last week. Ch. 2 KOTI-TV is owned and operated by California-Oregon Television Inc., Medford, Ore.

Surging with
EXCITEMENT
SENTIMENT
AND HEROISM!
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
Ziv's New Star-Spangled Rating Winner
SEE PAGES
11, 12, 13

BIRMINGHAM MEET THIS WEEK WINDS UP NARTB'S FALL REGIONAL CONFERENCES

Boston, Indianapolis sessions last week heard one commissioner (Mack) align himself with the 5-year license proposal and another (Bartley) warn of programming abuses which could lead to more strict federal control. Attendance up at both meetings.

NARTB will wind up its autumn series of eight regional conferences Thursday-Friday as broadcasters from seven states, Puerto Rico and the Virgin Islands meet at the Dinkler-Tutwiler Hotel in Birmingham. States taking part are Tennessee, Arkansas, Louisiana, Mississippi, Alabama, Georgia, and Florida.

A sharp pickup in attendance has developed in the second half of the series, which began with the Washington, D. C., meeting Oct. 11-12. Washington attendance showed almost a 50% increase over the same region a year ago, 300 registrations to 207, NARTB records show.

Last week the upward trend was continued at Boston, where 201 were registered at the Monday-Tuesday sessions compared to 173 a year ago. In Indianapolis Thursday-Friday over 200 delegates registered with some additional delegates due Friday morning. Last year this region had an attendance of 195.

At the Boston meeting FCC Comr. Richard A. Mack drew enthusiastic response when he went on record favoring an extension of the term of broadcast licenses and renewals from three to five years. Speaker at Indianapolis was Comr. Robert T. Bartley. He called on broadcasters to eliminate program abuses as a means of avoiding stiffer federal control.

John M. Outler Jr., WSB-AM-TV Atlanta, NARTB Radio Board chairman, will be host director at the Thursday-Friday regional meeting in Birmingham. Following the morning meeting on station administration, with John F. Meagher, NARTB radio vice president, presiding, President Harold E. Fellows will speak at the luncheon. The debate on at-large directors will be handled by J. Frank Jarman, WDNC Durham, N. C., a medium station at-large director, on behalf of at-large directors, and George H. Clinton, WPAR Parkersburg, W. Va., in opposition.

Richard B. Biddle, president of WOML Florence, Ala., will preside at the Thursday afternoon small-market roundtable. Robert Earle, WIBR Baton Rouge, La., will preside at the large-market session. Norman (Pete) Cash, new TvB president, and Howard Abrahams, retail sales director, will give the TvB presentation. Roger W. Clipp, Tv Code Board member, will speak on the code along with Edward H. Bronson, tv code affairs director. The three afternoon sessions will be held concurrently.

Comr. John C. Doerfer will represent FCC and deliver the Thursday banquet address. Hoyt Andres, WSFA-TV Montgomery, Ala., will handle the tv management sales session Friday morning. An open discussion follows. Henry B. Clay, KWKH Shreveport, La., is chairman of the resolutions committee. Winding up the meeting Friday afternoon will be Charles H. Tower, employer-employe relations manager, and Joseph M. Sitrick, publicity-information manager. It was uncertain at the weekend whether Thad H. Brown Jr., NARTB tv vice

NORTHEASTERN broadcasters heard FCC Comr. Richard A. Mack deliver the banquet address Monday at the NARTB regional meeting in Boston. At the head table were (l to r): seated, Robert B. Hanna, WGY-WRGB (TV) Schenectady, N. Y., NARTB Dist. 2 director; Comr. Mack; Herbert L. Krueger, WTAG Worcester, Mass., Dist. 1 director and Radio Board vice chairman; President Harold E. Fellows; Melvin L. Stone, WRUM Rumford, Me., president, Maine Broadcasters Assn.; Daniel W. Kops, WAVZ New Haven, Conn., president, Connecticut Broadcasters Assn.

Standing: John F. Meagher, NARTB radio vice president; Frank B. Estes, WKNE Keene, N. H., president, New Hampshire Broadcasters Assn.; J. Gordon Keyworth, WMNB North Adams, Mass., vice president, Massachusetts Broadcasters Assn.; Gordon Giffin, WKDN Camden, N. J., president, New Jersey Broadcasters Assn.

president, would be able to take part in the meeting. Mr. Brown has been suffering from a virus infection.

Edward F. Baughn, WPAG Ann Arbor, Mich., was host director at Indianapolis.

NARTB Tv Code subscribers should stress their code compliance in individual FCC license renewals as a step toward preventing moves toward specific government control of programming, Richard A. Borel, WBNS-TV Columbus, Ohio, member of the Tv Code Review Board told Indianapalis delegates. Mr. Borel observed that Congressional probes have penetrated deep into the industry, threatening the industry's role as part of the American free enterprise team.

Both the Tv Code and the Radio Standards of Practice were reviewed. Mr. Meagher presided at the morning management-sales session. Leslie Johnson, WHBF-AM-TV Rock Island, Ill., suggested the radio standards are more widely abused than the tv provisions, urging broadcasters to improve programming in both media. Ward L. Quaal, WGN-AM-TV Chicago, called for better adherence to the codes, particularly the radio document. Mr. Borel asked Tv Code subscribers to give wider display to the code board's film spots.

Vincent T. Wasilewski, NARTB government relations manager, said most stations are complying with monitoring requests of the Federal Trade Commission, which has a monitoring appropriation.

Other Thursday events included President Fellows' luncheon talk and a debate on the upcoming referendum on restoration of at-large directors to the NARTB Radio Board. Debaters were William Holm, WLPO La-Salle, Ill., a district director, on behalf of at-large directors, and F. Ernest Lackey, WHOP Hopkinsville, Ky., an at-large radio director for small stations, handling the negative.

Management Panels

John F. Wismer, WHLS Port Huron, Mich., directed Thursday's small-market panel. Robert J. McIntosh, WWJ Detroit, handled the large-market panel. Robert Lemon, WTTV (TV) Bloomington, Ind., conducted the Friday morning panel on tv management and sales.

The Television Bureau of Advertising presentation Thursday afternoon was given by Mr. Abrahams and Halsey Barrett. Mr. Abrahams cited Nielsen televiewing figures on five breakdowns of frequency. These ranged from one hour and 32 minutes daily for one group of seven million to nine hours and 49 minutes for another equal group. He also compared viewing to newspaper reading. He noted many families have moved to suburbs and claimed newspaper circulation hasn't kept up with the shift. Total retail sales are up and department store sales down, he observed, giving tv a challenge.

Mr. Abrahams reported that 16 films have been produced for Sears, Roebuck & Co., already and others will follow. He urged local station operators to get local Sears managers interested in using the spots, now

a shape in your future

10,500-13,500 MCS

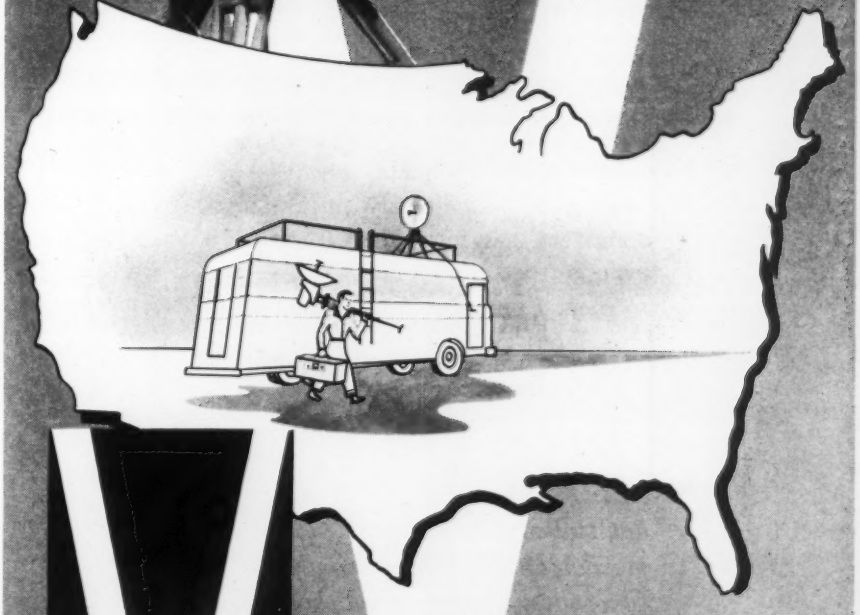
color microwave system

Lambda (LPL) Pacific

KU LINK

Now serving both TV Broadcast and Common Carrier KU Bands

- ULTRA-PORTABLE FOR REMOTES
- FULL TIME ALTERNATE STL CHANNEL



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ELEVEN WEST 42ND STREET, NEW YORK, N. Y. DEPT. MB

"Keeps You in View!"

Gentlemen: Please send me complete specifications on the KU Band microwave system.

Name ..... Title .....

Address .....

Advertisement

From where I sit
by Joe Marsh

Fastest "News Service" in Town!

Had a frantic wire from Washington yesterday—saying that the local Congressman was making a surprise visit and a short speech. Could I get the word around *fast?*

No time for a special edition of the Clarion, *so I turned to the fastest "news service" in town . . . Windy Taylor. He spent an hour mobilizing his Lodge and Court House cronies—all pretty fair talkers—and the rest is history. Biggest turnout ever.*

As a newspaperman, I hate to admit it—but facts are facts. The Windys of this world aren't only quicker news spreaders than our paper . . . they've even got better circulation.

From where I sit, some of us would rather talk than eat, while others are close-mouthed . . . just as some of us like coffee and others prefer a glass of beer. There's a lot to be said for both attitudes. But if you go in for gab—don't talk against someone just because you don't happen to agree with him on some question of personal choice. Use your own "good censorship."

Joe Marsh

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It's Radio, 7 to 2

AN OVATION from delegates attending NARTB's regional conference in Boston greeted a pro-radio observation made at the banquet Monday night by FCC Comr. Richard A. Mack. The commissioner noted he had two television sets and seven radio receivers in his home and asserted, "I listen more than I watch except for some football." The applause was as great as that greeting Mr. Mack's statement that he would support the proposal for a maximum five-year term of licenses and renewals.

geared along institutional and shopping service motifs.

Mr. Quaal presided at the afternoon tv session. Cy Morris of N. W. Ayer & Son, delivered a presentation for clock radios.

At Boston Comr. Mack cited the need for stability in station financing, particularly in obtaining bank terms.

He said he was concerned with the "economics of broadcasting," noting that it "astounds me to see how many transfers we have." Comr. Mack thought it "not good economics [for stations] to borrow money." He indicated the "turnover" of licenses applied to both radio and tv.

What few complaints are sent to the FCC from listeners or viewers are on programming rather than service, Comr. Mack commented. These center particularly on the "number of commercials," he added, concluding that broadcasters must police themselves, "otherwise FCC will get into it—I would rather not."

The conference opened Monday morning with Mr. Meagher presiding over an open discussion of station administration, covering management problems, engineering programming and sales.

PR Program Detailed

President Fellows was the luncheon speaker Monday, outlining NARTB's new public relations program.

The at-large director plan was debated at the luncheon after Mr. Fellows' address. Boston delegates heard W. C. Swartley, WBZ Boston, in support of restoring at-large directors, and George H. Clinton, WPAR Parkersburg, W. Va., in the negative. Herbert L. Krueger, WTAG Worcester, was host director.

In the afternoon, radio and tv sessions were held concurrently. A. E. Spokes, WEAV Plattsburgh, N. Y., presided over a small-market session which took up local programming, including public service, news and special events. A large-market session was led by William Doerr, WEBR Buffalo, touching on labor-management problems and the question of audience measurement services.

At the tv sessions, Mr. Fellows pleaded for broadcasters to stop being negative and apologetic about the tv code and to begin stressing positive aspects. He urged stations to tell the story of the code in their communities, thus supporting NARTB's action

Guild Films Now Offers Prime-Time Programming For Every Station Need

Guild Films has lined up the most powerful combination of prime-time programming—including color—to round out and fill *all* station programming needs.

For the first time, Guild Films makes available to you this A-time programming for *any* slot you may wish—morning, afternoon or evening.

Here's your opportunity—with top stars, top production values, top audience appeal, top participation sales response—to make your station tops in showmanship.

We suggest you lose no time. Write, wire or phone us now for full facts—and for our realistic, down-to-earth prices.

PLUS

134 CHILDREN'S SHOWS
Flash Gordon . . . Col. Tim McCoy
Joe Palooka . . . Junior Science (color)

100 ALL-STAR WESTERNS
Starring:
JOHN WAYNE
Johnny Mack Brown . . . Lash Larue
Tex Ritter . . . Jimmy Wakely
Hoot Gibson . . . Eddie Dean
BUSTER CRABBE

65 WOMEN'S FEATURES
It's Fun to Reduce

250 TOP HOLLYWOOD MOTION PICTURES

191 MUSICALS
LIBERACE
FRANKIE LAINE
FLORIAN ZABACH

143 MYSTERIES
I SPY
SHERLOCK HOLMES
PARIS PRECINCT
and
CONFIDENTIAL FILE

208 COMEDIES and DRAMAS
MOLLY (The Goldbergs)
DUFFY'S TAVERN
(26 in color)
LIFE WITH ELIZABETH
JANET DEAN
CONRAD NAGEL THEATER

370 CARTOONS
WALTER LANTZ CARTOONS
with
Oswald the Rabbit
Poochie the Pup
Meany, Miny and Moe
and the
LOONEY TUNES

GUILD FILMS COMPANY, INC
460 PARK AVENUE • NEW YORK 22, N. Y. • MU 8-5365

EXTENSION of NARTB tv code's influence into film production was worked out by NARTB Tv Code Review Board and Alliance of Tv Film Producers at west coast conference, subject to action by board at last week's meeting. Conferees were (seated, l to r): G. Richard Shafto, WIS-TV Columbia, S. C., board chairman; Mrs. Hugh McClung, KHSL Chico, Calif., board member; Maurice Morton, chairman of Alliance code committee. Standing, Deane Johnson, ATFP executive secretary-general counsel; Richard R. St. Johns, ATFP counsel; Robert Heald, NARTB chief attorney; Edward H. Bronson, NARTB code director.

on the national level. Also participating was Edward H. Bronson, NARTB director of tv code affairs.

TvB's widescreen "Focusing Tv's Spotlight" was presented for the first time in the New England area. TvB's Mr. Cash presented information that TvB has worked up research based on A. C. Neilsen data, showing that on a commercial minute basis, among the top 10 "advertising tonnage" sponsors in network tv there is 20% more efficiency in their advertising than that of all network advertising. Mr. Cash emphasized the computations point up that tv advertising is "like automobile driving—the more you do, the cheaper it is."

The 10 network advertisers cited by Mr. Cash: Procter & Gamble, American Home Products, Colgate-Palmolive, General Foods, Gillette, General Mills, Bristol-Myers, General Motors, GE and Liggett & Myers.

Gene Accas, TvB director of operations, emphasized diversification as the "most efficient route" for the national advertiser to follow in the use of tv.

A closed session on tv problems was held Tuesday morning. A joint session in the afternoon featured a three-part review of NARTB activity by Messrs. Sitrick, Wasilewski and Tower.

Resolutions adopted at Boston favored amendment of the Communications Act to allow extended license terms for radio and tv stations, described as operating to the benefit of the public, government and the industry; encouraged the Radio Research Committee to continue its efforts to achieve standards in the rating field, and voiced gratitude that William Fay, WROC-TV Rochester, had recovered from illness.

Members of the resolutions commmittee were Sherwood J. Tarlow, WHIL Medford, Mass., chairman; Glover DeLaney, WHEC Rochester; Frank B. Estes, WKNE Keene, N. H.; Francis H. Farnum Jr., WGAN Portland, Me.; Everett Rudloff, WJLK Asbury Park, N. J.

ZIV'S STAR-SPANGLED
SALUTE TO THE U.S. NAVAL ACADEMY
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
SEE PAGES 11, 12, 13

Radio Adv. Bureau Adds 11

ADDITION of 10 stations and a Canadian station representation company to the membership rolls of Radio Advertising Bureau was announced last week by Arch Madsen, RAB director of station services. New members are: Lorrie Potts & Co., Canadian representative; KBAM Longview, Wash.; WVNJ Newark, N. J.; KBKI Alice, Tex.; KCOK Tulare, Calif.; KEVL Plaquemine-White Castle, La.; KGAE Salem, Ore.; KTIB Thibodaux, La.; WERI Westerly, R. I.; WLEE Richmond, Va., and WOKZ Alton, Ill.

AVOID AIR ABUSES, GIMMICKS–BARTLEY

Commissioner tells Indianapolis NARTB meeting that there is no threat of program censorship in the winds now, says broadcasters should take every opportunity to spell out their problems, tell of public service.

BROADCASTERS should curb "program abuses" at their source and station operators should build up "true circulation" based on quality programming and not artificial audience stealing gimmicks," FCC Comr. Robert T. Bartley told NARTB Region 4 meeting in Indianapolis Thursday.

Maintaining the Commission has not only the authority but the "affirmative duty" to concern itself with program service, Comr. Bartley urged broadcasters to familiarize congressional committees with station problems. He reminded stations involved in license renewal proceedings to avail themselves of the opportunity to spell out their programming efforts in justifying renewal bids. He called broadcasters attention to Question 10 of Sec. 4 of Form 303 and felt they are missing a "great opportunity" in not using the technique of narrative supplement.

The industry should meet the need for self regulation by curbing program abuses at the advertising agency and fly-by-night and fast-buck operator levels, Comr. Bartley declared.

In seeking to banish the bugaboo of censorship Comr. Bartley said there is no basis for fear by broadcasters similar to that occasioned by the ill-fated "Blue Book" of 1946. However, he noted a distinction between "day-to-day control in advance of program content" and basic factors in dealing with a station licensing.

"The Commission's function in passing either on the program proposals of an applicant for a new station or in reviewing the stewardship of a station at renewal time, is no more censorship than our libel laws which are designed not to restrain but to hold to account," he stated.

Stressing that he was speaking personally on program supervision and as merely one of seven commissioners, Comr. Bartley asserted he believes firmly in industry self restraint and self regulation in programming practices but warned against censorship by any source including private groups and organizations through pressure.

He felt public taste is the "prime arbiter" on entertainment programs and that the Commission should place no bars of any kind upon broadcasters save on obscenity, lottery and fraud matters. Comr. Bartley said he felt the Commission has an "affirmative duty" to carry out the mandate of congress in these areas.

Proper identification of not only the sponsor but the source of a particular program on program matter, with respect to possible hidden identification or hidden propaganda

How much does this "tax curtain" cost you?

A strange kind of tax favoritism separates a few million families and businesses from most Americans when it comes to paying taxes on electricity.

The people in this "privileged class" pay little or no taxes in their electric bills, while everybody else does (about 23 cents out of each dollar spent for electricity). Because the few don't pay their fair share of taxes, you and other taxpayers are taxed *more* every year to make up the difference — many millions of dollars more.

There's nothing different or special about the people in the "privileged class." They just happen to get electricity from government power plants, and government in the electric business pays little or no taxes. That puts these people on the other side of the "tax curtain."

This kind of tax favoritism is unfair — and unusual in America. That's why we believe it should be made widely known and given critical study. *America's Independent Electric Light and Power Companies**.

*Names on request from this magazine

is required by the communications act, he noted.

A station licensee "should not be reluctant to take an editorial position" on an issue providing he identifies it as such and takes affirmative steps to assure equal time is given all sides, he said.

Presentation of news and public events in a "fair and impartial manner" is basic, he said, with emphasis on "news slanting" as an abuse of the license privilege "which cannot and should not be condoned by the Commission under any circumstances."

Indianans Discuss Management, Sales

MANAGEMENT and sales problems dominated sessions of the Indiana Broadcasters Assn. in Indianapolis Wednesday, in advance of the NARTB Region 4 meeting, with station operators drawing special commendation for their public service activities.

Meeting under chairmanship of Daniel C. Park, commercial manager of WIRE and IBA president, association members discussed salesman compensation, methods of selling non-radio advertisers on the medium, rates and techniques for selling radio-tv against competitive media.

Mr. Park reported that, with recent additions, the association now claims 56 member stations out of 59 am-tv-fm outlets in the state.

Broadcasters were lauded by Don Davis, Indiana State Fair Board, for cooperating to help make the state fair over Labor Day a rousing success. One highlight of this joint effort was a series of two 15-minute tape recordings produced by WIRE and made available to other stations without cost for promotional use. The Indiana group estimates it donated about $670,000 worth of air time to traffic safety last year and remains active in this cause.

Among other topics aired during the one-day meeting at the Sheraton-Lincoln Hotel were the Voice of Democracy contest and freedom of information issues at court and legislative levels in various states. Mr. Park observed that his association has remained relatively free of legislative problems, particularly, with respect to equal news access issues. Nearly 70 IBA member representatives attended the meeting. Elections will be held at the Indiana group's next spring meeting.

NARTB Names Membership Of Two Standing Committees

TWO standing committees have been named by NARTB President Harold E. Fellows to serve during the 1956-57 fiscal year. They follow:

Audit Television Circulation—Campbell Arnoux, WTAR-TV Norfolk, Va., chairman; Richard A. Borel, WBNS-TV Columbus, Ohio; Payson Hall, Meredith Pub. Co.; Harold Hough, WBAP-TV Fort Worth; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Ward L. Quaal, WGN-TV Chicago; Paul Raibourn, KTLA (TV) Los Angeles; J. Leonard Reinsch, WSB-TV Atlanta; Robert D. Swezey, WDSU-TV New Orleans; Donald W. Thornburgh, WCAU-TV Philadelphia; Lee B. Wailes, Storer Broadcasting Co., Miami Beach.

Copyright Committee—Joseph A. McDonald, NBC, chairman; Cy N. Bahakel, WRIS Roanoke, Va.; Ian A. Elliott, KATL Miles City, Mont.; Leonard H. Higgins, KTNT-TV Tacoma, Wash.; Philip G. Lasky, KPIX (TV) San Francisco; Dalton LeMasurier, KDAL Duluth, Minn.; Lee Little, KTUC Tucson; Nathan Lord, WAVE-TV Louisville; James H. Moore, WSLS Roanoke, Va.; Gunnar O. Wiig, KQV Pittsburgh.

Doerfer Sets Chicago Speech

FCC COMR. John C. Doerfer will address the Broadcast Adv. Club of Chicago on "Broadcasting's Antitrust Problems" at its opening 1956-57 luncheon meeting at the Sheraton Hotel Oct. 29. James L. Stirton, Music Corp. of America, will preside as BAC president.

DON'T THROW OVER PRESENT UHF–BAKER

RETMA president says a solution of uhf-vhf problem is on the way, but no drastic revisions of current system should be attempted until it's here.

AN EQUITABLE solution to the uhf-vhf television problem will be found eventually but there should be no radical changes in the present system until the subject has been throughly explored, Dr. W. R. G. Baker, president of Radio-Electronics-Tv Mfrs. Assn., and vice president of General Electric Co., said Tuesday in an address to the fall meeting of RETMA and Institute of Radio Engineers, held at Syracuse, N. Y.

Dr. Baker forecast "a firming up of the uhf market" and higher sales of equipment to existing stations. As to color, he said it costs about three times as much as monochrome and color sets will always be more expensive than black-and-white. He sees no drastic price cuts in color sets in the immediate future.

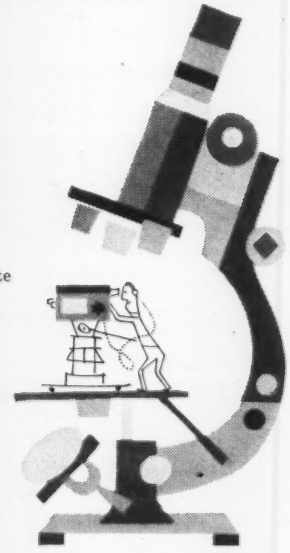
The Syracuse meeting heard papers from engineering executives and technicians representing many manufacturing interests with subject matter covering highly technical aspects of electronic design and production.

George Schiess, Sylvania Electric Products, reported transistors are now practical in some vital tv receiver circuits, particularly small-screen portable types. He said transistorized vertical deflection systems for picture tubes are practical and comparable to tube circuits in performance and circuitry. Audio and synchronization circuits can be transistorized, he added.

A new radio technique called synchronous communications, developed for the Air Force by GE, was described by Dr. John P. Costas of the GE Syracuse plant. He said it gives better reception than normal am and offers increased resistance to interference and jamming over the single-side-

Cures "cold" market

The makers of a well-known cold remedy salute WXIX's ability to warm up sales in Milwaukee. Reports the Anahist Co.: "Our confidence in WXIX was justified by excellent sales results...a *123% increase* for August-December 1955 over a similar period the year before. Anahist had a *terrific season* in the rich Milwaukee market—and we believe WXIX contributed a big portion of our success." R for *your* sales problems: a low-cost announcement schedule on WXIX, Milwaukee's top television buy.



WXIX

CBS Owned · Channel 19 · Milwaukee
Represented by CBS Television Spot Sales

band technique suggested as a replacement for present am communications systems.

Dr. Baker predicted 10 million tv sets will be sold annually in 1960 compared to the current 7.5 million; that present industrial closed-circuit tv sales of $6 million will grow to $24 million by 1960; that transoceanic tv broadcasts are only a matter of time, based on rapid development of scatter transmission techniques.

He reported that progress in monochrome tv will also benefit color set production so "we can eventually expect better, less expensive color sets and deeper market penetration." Despite the slackening of tv set sales in the first nine months of this year, he predicted sales in the final three months will equal those in the same 1955 period. He believes 1956 will be one of the best years for tv set sales.

Tv Programs Acceptable To Public, NAB Survey Finds

TELEVISION programming "is by far and large acceptable to the public as entertainment," according to a report covering a reviewing project conducted by the National Audience Board, of which Peter Goelet, New York, is president. The board has offices in Beverly Hills, Calif.

A growing trend toward inclusion of instructive matter as well as entertainment in tv programs is reported by the board, but the public is represented as wanting something further done about overlong and overrepetitious commercials.

In submitting the report, Bernard F. Kamins, NAB executive vice president, said a sampling method was used in polling opinion leaders in more than a score of states. These persons were described as representing women's clubs, boards of education, Lions Clubs and other organizations. Reviewers picked programs for reviewing, with the *Ed Sullivan Show* and *Alcoa Show* favored among a large number of programs.

An overwhelming proportion, 99.8%, found the programs entertaining. A higher percentage found the programs especially entertaining to women, more than was the case with male appeal, but reviewers generally felt the appeal was directed to the whole family. Two-thirds of programs were found entertaining to teen-agers, one-third to children. Answering a question, "Do you approve of this program?" 90% said yes, 10% didn't answer. Seven-eighths of those replying said the programs were shown at an appropriate time. About the same ratio found performers "convincing." Nine-tenths found production and technical work of high calibre.

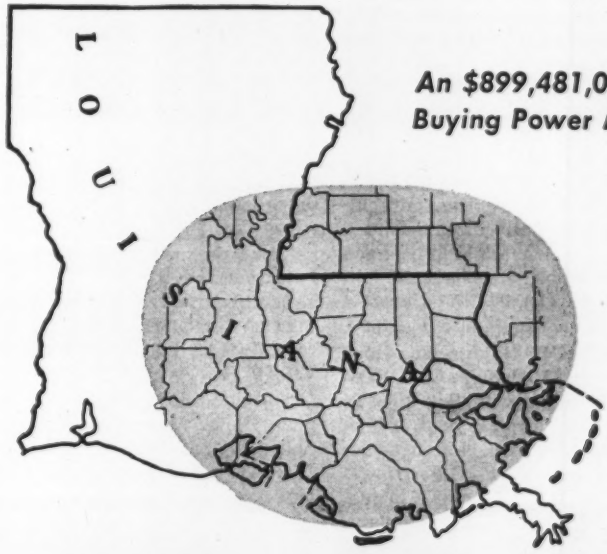
Two-thirds thought the programs suitable for overseas exhibition, while 99.02% found nothing offensive or in violation of good taste. Two-thirds found the programs instructive. Seven out of 10 described commercials as effective. NAB plans a November survey of commercials.

2,500 Women in Radio-Tv, AWRT Industry Study Shows

PRELIMINARY results of an industry-wide survey released by the American Women in Radio & Television indicate that women will play "an increasingly more important role" in radio-tv and places the number of women in the field on the executive and professional level at 2,500.

These findings were announced by Edythe Fern Melrose, president of AWRT, at the formal opening of the organization's new national headquarters at 510 Madison Ave., New York 19. Miss Melrose said complete results of the survey will be available later this fall.

Membership in AWRT has grown to more than 1,400 in the past five and a half years, Miss Melrose revealed. Among the activities engaged in by members, she said, are program broadcasters, 600; disc jockeys, 4; station owners or managers, 12; station and network producers-directors, 58; station publicity directors, 126; traffic coordinators or diretors, 45; package production company executives, 21; and station salesmen, 28.



An $899,481,000 Buying Power Market!

MORE AUDIENCE

than any other TV station in the rich heart of Louisiana

FROM 5:00 P. M. to SIGN OFF
(Monday thru Friday)

WBRZ *rated highest* **in 125 quarter hours out of 149.**

FROM 12 NOON to 3:30 P. M.
(Monday thru Friday)

WBRZ *rating Tops All Others Combined!*

- from a study by American Research Bureau, Inc., encompassing 31 counties and parishes in Louisiana and Mississippi.

WBRZ Channel **2**

BATON ROUGE, LOUISIANA

Power: 100,000 watts Tower: 1001 ft.

NBC-ABC

Represented by Hollingbery

Court Ban Decried At N.D. State Meet

ADVOCATES of the American Bar Assn.'s restrictive Canon 35 "unwittingly present a good argument in favor of courtroom broadcasting when they complain" about partial coverage of proceedings, the North Dakota Broadcasters Assn. was told at its fifth annual meeting in Minot Oct. 12.

Addressing a luncheon session, Judge A. J. Gronna, Fifth Judicial District, North Dakota, pointed out that "the courtroom broadcast may be complete not partial" and "only the broadcast will give the public the true and complete facts of the case."

Judge Gronna observed that newspapers and radio-tv commentators and newscasters are permitted to give partial accounts "merely because they are not in the courtroom." He added, "the broadcaster and photographer are barred from the courtroom, even though it is their mission to present the true facts of the case in a complete, fair, unbiased, impartial and unprejudiced manner." Judge Gronna in practice has been regarded as favoring relaxation of Canon 35 on judicial ethics [B•T, Oct. 8].

Les Kleven, KNDC Hettinger, was elected president of NDBA, succeeding Jack Dunn, WDAY-AM-TV Fargo, and a member of the board, along with Bob Ingstad, KOVC Valley City, and Herman Livingston, KILO Grand Forks, for two-year terms. Charles G. Burke, KFGO Fargo, was elected vice president, and Leslie Maupin, KLPM Minot, re-elected secretary-treasurer.

NDBA voted to establish a permanent radio-tv journalism scholarship. Ken Knutson, KLPM Minot and co-chairman of NDBA freedom of information committee, was elected president of AP Radio News Assn. at a joint meeting.

Clears Vow Aggressiveness In Programming, Service

AGGRESSIVE APPROACH to programming and overall maximum service operation, particularly in the public interest realm, was endorsed and pledged by program managers of member stations of the Clear Channel Broadcasting Service in Chicago last fortnight.

Meeting under chairmanship of Hollis Seavey, CCBS director, the group favored the same type of aggressive thinking and planning that has been traditionally successful in commerical radio. Quality programming and service were emphasized on the basis that advertisers and listeners still support news, public affairs, farm service, sports and creative program fare. Among other subjects explored were audience measurement ratings, merchandising, promotion and publicity as well as CCBS operations.

CCBS program managers reported "extremely healthy" business and prospect for continued improvement, with continued stress on service aspects and ingenuity and aggressiveness in public interest programming plans.

Bruce Dennis, of WGN Chicago, which has revamped its own radio programming structure, served as host for the annual meeting Oct. 8-9. Others attending were Sam Gifford, WHAS Louisville; A. M. Woodford, WBAP Fort Worth; Jack Kerrigan, WHO Des Moines; Bob Reed, WOAI San Antonio; Gene Dailey, WLW Cincinnati; Joseph Connolly, WCAU Philadelphia; Ron Gamble, WJR Detroit. Plans also were explored for next year's meeting.

NEW OFFICERS of the Tenth (Southwest) District of the Advertising Federation of America were elected at the district AFA convention in Houston. They are (l to r): Frank P. McGowan, *Wall Street Journal*, Dallas, governor; Dale Buckner, Buckner Agency, Lubbock, Tex., second lieutenant governor; Robert Roth, KONO San Antonio, first lieutenant governor; Elon G. Borton, president-general manager, AFA, New York, and Tom J. McHale, executive secretary-treasurer of the district, Dallas.

Arthur Eilerman Elected Kentucky Assn. President

ARTHUR EILERMAN, WZIP Covington, has been elected president of Kentucky Broadcasters Assn. He succeeds Gilmore Nunn, WLAP Lexington, who becomes a board member.

Other officers elected at a banquet held a fortnight ago at Kentucky Lake were Dee Huddleston, WIEL Elizabethtown, first vice president; Al Temple, WKCT Bowling Green, second vice president; Katherine Peden, WHOP Hopkinsville, secretary-treasurer; Frank Fox, WHLN Harlan, and Don Hortin, WVLK Lexington, directors. Hugh Potter, WOMI Owensboro, had served as secretary-treasurer for many years.

FCC Chairman George C. McConnaughey, principal speaker at the banquet, was presented a Kentucky colonel's commission. Kentucky "Mikes" were presented Mr. Nunn and J. W. Betts, WFTM Maysville, an ex-president. John F. Meagher, NARTB radio vice president, also was a speaker at the meeting.

N. J. Assn. to Hear McGannon

DONALD McGANNON, president of Westinghouse Broadcasting Co., will address the New Jersey Broadcasters Assn. banquet Nov. 8, winding up the 10th annual radio institute sponsored jointly with Rutgers. U. The intitute will be held at Hotel Hildebrecht, Trenton. Ben Strouse, WWDC Washington, will moderate a symposium on programming.

TvB Starts New Campaign On U.S. College Campuses

WITH television's unlimited future in mind, Television Bureau of Advertising announced it had opened a campaign to stimulate greater interest in the medium on college campuses throughout the nation.

According to Norman (Pete) Cash, new TvB president, his organization "several months ago" queried all major higher educational institutions about their possible use of TvB information material, and after receiving "something like 300 replies," weeded down the list to 200 colleges and universities. In each of these schools, one representative (professor or student) has been picked to receive regularly TvB bulletins and brochures representing a "modified version" of what goes out to regular TvB subscribers, Mr. Cash indicated.

Reason for this service at TvB's expense is to aid in servicing the tv industry's "growing demands for knowledgeable people in advertising, marketing and communications," then TvB President Oliver Treyz said. "With tv now the number one national advertising medium," he went on, "TvB feels that the skills and knowledge needed to keep the economic level climbing will come, in the main, from trained college and university sources."

Added Mr. Cash: "We're not trying to 'sell' TvB. We're trying to sell television."

Mass. UP Group Organized

RICHARD ADAMS of WKOX Framingham, Mass., was elected the first president of the United Press Broadcasters Assn. of Massachusetts at the organizational meeting in Boston.

Other officers of the new organization are Arthur King, WEEI Boston, vice president; Alan B. Wade, UP, secretary; Walter Kearsey, WBRK Pittsfield; Keith Field, WARA Attleboro and William Warren, WCAP Lowell, directors.

Live Theatre Group Asks Help From Broadcasters

SUPPORT and encouragement from the broadcasting industry for the nuturing of a "living theatre" in the U. S. were urged by speakers representing the American National Theatre & Academy at the monthly luncheon meeting in New York of the Radio & Television Executives Society.

Broadway producer Herman Levin offered two suggestions. He asked radio and television networks and stations to consider running a spot announcement campaign, similar to public service efforts, that would call upon the public to support the "living theatre," to which ANTA is dedicated. He also asked television networks to "build their own theatre houses" in New York, so that legitimate plays may have sites to put on performances. He claimed that a lack of theatres, many of which have been taken over for tv presentations, has served to deter the legitimate theatre.

Actor Basil Rathbone called upon the industry for assistance in "breathing new life" into the legitimate theatre, but did not offer any concrete suggestions. He noted that tv has drawn upon theatre talent for writers, actors, producers and directors and said it would be "gratifying" if tv could repay the theatre for its contributions.

The next luncheon meeting of RTES on Nov. 14 will feature a talk by Sen. John W. Bricker (R-Ohio) on investigations in the broadcasting industry.

San Francisco Bay Area Assn. Formed; Paltridge President

FORMATION of the San Francisco Bay Area Independent Broadcasters Assn. has been announced by J. G. Paltridge, general manager of KROW Oakland.

Other officers of the new organization are Irving C. Phillips, general manager of KYA San Francisco, vice president; R. W. Wassenberg, general manager of KSFO San Francisco, secretary, and Wilson K. (Bud) Foster, general manager of KLX Oakland, treasurer.

According to Mr. Paltridge, objectives of the association include engaging in collective bargaining on a multiple employer basis with the aim of "negotiating sound, fair and stable union contracts"; promotion of the general welfare of the broadcasting industry in the bay area and instilling in its membership a high regard for "technical competence, fair dealing and exchange of information . . ."

Air Force Group Seminar Set

THE 9215th U. S. Air Force Reserve Squadron, comprised of reservists actively engaged in communications and other media, will hold a public information seminar on Nov. 1 and 2 at the Hotel Sheraton-McAlpin in New York. Representatives from all media will address the assembly, which will deal separately with radio, television, magazines, newspapers, newsreels, public relations and other public information activities.

Attending the radio-tv sessions will be Richard Pack, vice president of programming, Westinghouse Broadcasting Co.; Walter Kiernan, NBC-TV's *Monitor* communicator; MBS Program Director Harold Wagner, ABC newscaster John Vandercook; MBS' Frank E. McCarthy; Assistant CBS News Director Malcom Johnson; John D. Levien, vice president of Pathe Pictures; CBS Public Affairs Director Irving Gitlin, and WRCA-AM-TV newsman Gabe Pressman.

They Listened and Wept

THAT radio can bring *bad* news as quickly as the telephone was illustrated by a special survey conducted in Cincinnati by Meakin Research Service for Radio Advertising Bureau. According to RAB six out of every 10 Cincinnatians on Sept. 29 heard via radio that their beloved Redlegs had been eliminated from the National League baseball's pennant race.

RAB conducted the survey as part of its series of "Radio Awareness Tests." The study started within minutes after the Brooklyn Dodgers had trounced the Redlegs in a doubleheader. The game ended at 5:27 p.m. Meakin researchers went on their beats at 5:55 p.m., stayed on them till 10:20 p.m., and resumed the following day, 8:45 a.m. to 2 p.m. Slightly over 60% of the sample knew of the Redlegs' bad luck. Of this number, 63.4% heard it via radio, 29.5 from tv, 27.2 from "another person," and 12.9 via newspapers.

Engineers Meet Nov. 15-16

SHIFT in timing from spring to autumn for the annual meeting of the Boston and Connecticut Valley sections of the Institute of Radio Engineers has been announced in compliance with members' wishes to meet "halfway between the IRE national conventions." The next New England Radio-Electronics Meeting will be held Nov. 15-16 at the Hotel Bradford, Boston.

Atlanta AWRT Sets Meeting

ATLANTA, Ga., Chapter of American Women in Radio & Television will sponsor its first regional conference of women in the industry next Jan. 19, 20 and 21 at the Dinkler-Plaza Hotel in Atlanta. National AWRT President Edith Fern Melrose, WXYZ-AM-FM-TV Detroit, Mich., will be keynote speaker at the meeting, which will include workshops on numerous radio and television subjects.

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THE COLISEUM TOWER ■ NEW YORK 19

announcing the addition of the superlative Hawaiian music of Andy Sannella and His Imperial Hawaiians to the Sesac "H" Section, musical talent that rated cheers of network audiences and major sponsors

Ad Club Honors Taishoff; Van Volkenburg Speaker

Washington meeting draws 325 including representatives of FCC and contingent of out-of-town broadcasters.

THE BUSINESS of broadcasting is a "circular process" with the broadcaster first creating programs and building loyal audiences and the advertiser providing the money that permits superior program service, J. L. Van Volkenburg, president of CBS Television, told the Washington Ad Club last Tuesday.

A special luncheon honoring Sol Taishoff, B•T publisher and editor, and the 25th anniversary of B•T was attended by 325 club members and guests. A score of broadcasters from other cities and members of the FCC took part in the ceremonies as well as others high in Washington's official, advertising and broadcasting life.

David Lawrence, syndicated columnist and publisher and editor of the *United States News & World Report*, paid tribute to Mr. Taishoff, who was with the predecessor *United States Daily* from 1926 until he co-founded Broadcasting Publications Inc. in 1931. Mr. Lawrence described Mr. Taishoff as an executive combining "genius, indefatigable energy and understanding of human nature."

Robert Lewis, Washington Gas Light Co., as president of the organization presented the Ad Club's distinguished service award to Mr. Taishoff.

Mr. Van Volkenburg recalled the early days of broadcasting, citing items and editorial comments in the first issues of BROADCASTING magazine, predecessor to B•T. He reviewed pressing industry problems of the day, comparing them to current issues and commending the publication for its role in keeping the industry informed and guiding industry service.

Describing the basic duties and services provided by networks, Mr. Van Volkenburg traced the devlopment of CBS. He reminded that the CBS-TV operation has 3,000 full-time and 2,500 part-time employes, with the organization maintenance running to

AWARD for Achievement was presented by Robert Lewis (r), Washington Ad Club president, to Sol Taishoff, B•T editor-publisher, at the club luncheon honoring B•T's 25h anniversary. At left is J. L. Van Volkenburg, CBS Television president, principal speaker at the luncheon.

$700,000 a week. Only a healthy business could do the job providing news, public service, religious and entertainment programs of the type now broadcast, he said.

Mack, Mahoney Set to Speak At RAB Advertising Clinic

LARRY MACK, president of Slenderella International, and David J. Mahoney, former head of his own agency and now president of Good Humor Corp., have been added to the roster of speakers scheduled to address 800 guests expected to attend the second annual National Radio Advertising Clinic at New York's Waldorf-Astoria Hotel, Oct. 29-30, sponsored by Radio Advertising Bureau. Other speakers will include top advertising and sales executives of Tetley Tea Co., ReaLemon-Puritan Co., American Airlines, Lever Bros., U. S. Steel, Colgate-Palmolive Co. and other large radio users.

Capt. Eddie Rickenbacker, board chairman, Eastern Air Lines, has been designated principal speaker for the Oct. 30 luncheon. Capt. Rickenbacker is scheduled to deliver an address on the nation's economy.

RAB will again award trophies to the eight firms responsible for the "most creative" radio campaigns of 1956. Selections will be made by a 150-man "blue-ribbon jury" consisting of agency presidents, advertisers and trade paper editors. Last year's winners included American Tobacco, Coca-Cola, Ford Motor, Esso Standard Oil, Nestle and Piel Bros.

Advance estimates indicate that more than 800 broadcasters will be on hand for the Radio Advertising Bureau's New York clinic.

New RETMA Unit Set Up To Compile Marketing Data

NEW marketing data department has been set up by Radio-Electronics-Tv Mfrs. Assn. to collect sales and production material as well as to conduct qualitative marketing surveys, according to James D. Secrest, executive vice president. The unit supplants the statistical department, headed by William F. E. Long, who will direct the new operation.

Ad Council Seeks Boost Of 20% in PS Advertising

AS A FIRST step in a broad program to step up public service advertising in all media by at least 20%, the advertising council is asking for increased support of its campaigns from advertisers and broadcasters.

Material includes a one-minute tv film featuring President Eisenhower and Adlai E. Stevenson and a series of recorded and filmed songs titled "little songs for busy voters."

A special radio-tv committee of council directors, headed by Edwin W. Ebel, vice president of General Foods Corp., announced that 33 network tv advertisers have notified the council they will attempt to increase the use of public service materials included regularly in their programs. The committee also has approached 45 other advertisers, who are still considering the council's request for increased assistance.

TRADE ASSOCIATION PEOPLE

Jerome R. Reeves, program director, WBNS-TV Columbus, Ohio, elected president, Columbus Radio-Tv Executives Club. Other officers elected: **Bert Charles,** general manager of WVKO, first vice president; **Jim Yerian,** promotion director, WBNS, second vice president; **Roberta Nixon,** WVKO office manager, third vice president-secretary, and **Joe Bradshaw,** general manager, WRFD, treasurer.

Theodore S. Repplier, president of The Advertising Council, awarded honorary degree of Doctor of Civil Laws from Pace College, N. Y., during institution's 50th anniversary convocation.

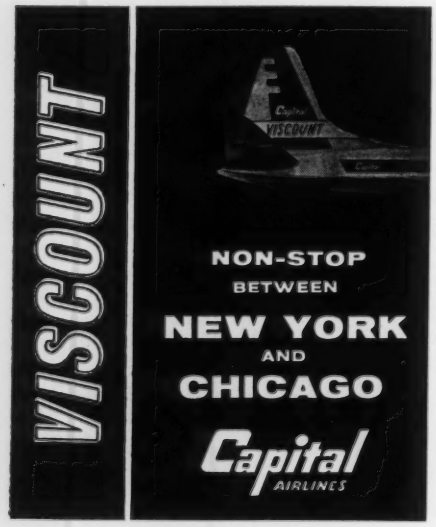
Jean Boutyette, formerly with public relations department of Cunningham & Walsh, New York, to executive staff of American Assn. of Advertising Agencies, N. Y. He will assist in AAAA relations activities.

Sam Newark, president, Newark Electric Co., Chicago, elected director, Chicago chapter, National Electronic Distributors Assn.

TRADE ASSOCIATION SHORTS

North Carolina radio and tv stations served by United Press set up UP Broadcasters Assn. at meeting in Raleigh. UP services 70 stations in the state. Named to steering committee to draft proposed constitution and by-laws: Add Penfield, WBIG Greensboro; Phil Ellis, WPTF Raleigh; Bill Peele, WFMO Fairmont; Tom Cooper, WTOE Spruce Pine and Jerry Elliott, WCBT Roanoke Rapids.

Ninth annual Communion Breakfast of Catholic Apostolate of Radio, Television and Advertising (CARTA) will be held Sunday, Nov. 18, at Waldorf-Astoria Hotel in New York.



STORER SELLS WAGA-AM-TV TO POST

Atlanta stations will go to Washington Post & Times-Herald for $6.5 million if FCC approves Storer's purchase of WMUR-TV Manchester.

IN A BOLD MOVE to clear the way for FCC approval of its $850,000 purchase of ch. 9 WMUR-TV Manchester, N. H., the Storer Broadcasting Co. has signed an agreement to sell its WAGA-AM-TV Atlanta, Ga., to the Washington Post Co. (*Washington Post & Times Herald*).

The price was announced as $6.5 million.

The sale is contingent on the FCC approving Storer's pending application to buy the ch. 9 New Hampshire outlet. Storer's agreement to buy WMUR-TV is contingent on FCC approval of the move of the vhf transmitter nearer Boston, Mass.

Both Storer-owned Atlanta stations are affiliated with CBS. WAGA, which Storer bought in 1939, operates on 590 kc with 5 kw, directional at night. WAGA-TV began operating on ch. 5 in 1949, and is one of the 108 pre-freeze tv stations.

The Washington Post Co. owns WTOP-AM-FM-TV Washington, D. C., and WMBR-AM-FM-TV Jacksonville, Fla.

Sale of one of Storer's television outlets was required under the FCC's multiple ownership rules which forbid any one entity from owning more than seven tv stations, of which only five may be in the vhf band. Storer already owns the limit.

Storer's purchase of the ch. 9 New England station—and its application to move closer to Boston—has aroused opposition by all Boston tv stations. Boston stations have filed objections to this transaction and have asked for a full hearing.

Joining the Boston objectors are tv stations in Portland, Ore., which are opposing the pending purchase of ch. 3 KSLM-TV Salem, Ore., by Storer. In purchasing the yet-to-be-built Oregon station from Glenn E. McCormick, Storer has asked for FCC permission to build the northwest outlet at a site 10 miles out of Portland, Ore. Storer owns and operates ch. 27 KPTV (TV) in Portland, and would presumably give up this station if its request to move KSLM-TV were granted. The purchase price for the Salem station is $27,277.

The Atlanta transaction, negotiated by Howard E. Stark, New York broadcast and newspaper broker, was signed at five minutes before midnight Oct. 15, it was understood. This brought the agreement under the cut-off date established by the FCC last month which permits Storer to request and receive tax relief. The FCC ruled last month that it would issue no further certificates of tax necessity for station sales in which contracts are signed after Oct. 15. Up to then the FCC issued such certifications when requested by the seller of a broadcast property where the sale was necessary to remain within the limitations of the FCC's maximum ownership rules. The Commission said that henceforth the tax exemption (which permits the taxpayer to postpone payment of taxes on the profits received in a station sale) would be granted only if the disposal of a station were required by a change in FCC rules.

Acquisition of the Atlanta stations will give the Washington Post Co. three radio-tv properties. It bought the Jacksonville stations in 1953 for $2.47 million. In both Washington and Jacksonville, the Post stations are CBS-affiliated.

Bought Out CBS

At one time the WTOP properties were owned 55% by the Post and 45% by CBS. The Post bought out CBS in 1954, paying $3.5 million for the network's 45% interest. The Post and CBS bought what is now ch. 9 WTOP-TV from the Bamberger Broadcasting Co. in 1950 for $1.4 million. WMBR-TV operates on ch. 4.

Eugene Meyer is chairman of the Washington Post Co. Philip L. Graham is president of the company, and John S. Hayes is vice president in charge of radio-tv activities.

In the Manchester transaction, WMUR-TV, now owned by former New Hampshire Governor Francis P. Murphy, has asked the FCC to permit it to move its transmitter from Goffstown, N. H., eight miles northwest of Manchester, to Essex County, Mass., 32 miles southeast of Manchester and 16 miles north of Boston. Boston is 48 miles from Manchester.

WMUR-TV also had pending before the FCC a petition asking that the boundary lines of Zone I (where vhf antenna heights are limited to 1,000 ft. above average terrain for maximum power) be shifted so Manchester would fall in Zone II (where maximum power may be transmitted from 2,000 ft. towers). This petition was denied last week (see story, page 95).

In the Salem purchase, Storer has asked the FCC for authority to build the ch. 3 outlet at a point 10 miles outside of Portland. Its present grant calls for construction 4.8 miles northwest of Salem; the application asks for construction at a site 35.8 miles northeast of Salem and 9.75 miles south of Portland. Portland is 44 miles from Salem. Originally Storer sought Commission approval to substitute ch. 3 for ch. 27, now

You'll profit from
BIG TUNE-IN
week after week
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Ziv's New Star-Spangled Rating Winner
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Take Vitamin "Dee" For Best Sales Results in Baltimore!

MARY DEE
ONE OF AMERICA'S LEADING FEMALE RADIO PERSONALITIES NOW STARRING ON HER EXCLUSIVE W•S•I•D SHOW,

"MOVING AROUND WITH MARY DEE!"
A REFRESHING HOUR LONG MORNING SHOW THAT WILL SELL YOUR CLIENT'S PRODUCT TO BALTIMORE'S BIG BUYING NEGRO RADIO AUDIENCE!

Now! Monday Thru Friday
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FOR FURTHER DETAILS CONTACT YOUR U.B.C. REPRESENTATIVE

Storer Earnings Up

NET EARNINGS after taxes of Storer Broadcasting Co. for the third quarter ending Sept. 30 totaled $1,066,019 compared to the same 1955 period's $1,012,360.72, it was announced last week. This makes earnings per share for the third quarter 43 cents compared to last year's 41 cents.

Nine months' net earnings after taxes amounted to $3,911,464.11 compared to same 1955 period's $2,864,269.18. Per share nine months' earning equalled $1.58 compared to 1955's $1.14.

used by Storer-owned KPTV (TV) Portland, and for a waiver of the rules to permit it to own six vhf outlets. This was subsequently withdrawn.

Storer stations are WGBS-AM-FM-TV Miami, Fla.; WJBK-AM-FM-TV Detroit, Mich.; WSPD-AM-FM-TV Toledo, Ohio; WBRC-AM-TV Birmingham, Ala.; WJW-AM-TV Cleveland, Ohio; WWVA-AM-FM Wheeling, W. Va., in addition to the Atlanta and Portland outlets.

In 1953 Storer bought the Birmingham stations from Eloise Hanna for $2.4 million, selling WSAI-AM-FM Cincinnati to remain within the FCC's ownership regulations.

In 1954, Storer paid $8.5 million for the Empire Coil Co., which at the time was KPTV licensee, and ch. 8 WXEL (TV) Cleveland, Ohio (now WJW-TV), and a New Rochelle, N. Y., electronics parts manufacturing plant. In the same year, Storer bought the permit for Miami ch. 27 from E. D. Rivers Sr. for $35,410, and the facilities of ch. 23 WFTL-TV Fort Lauderdale, Fla., from the *Fort Lauderdale News* for $300,000. Ch. 23 was then moved into Miami.

George B. Storer, president of the broadcasting company, is also owner of the *Miami Beach Sun*.

Crowell-Collier Takes Over KFWB Los Angeles Operation

ACTIVE OPERATION of KFWB Los Angeles was assumed Thursday by Crowell-Collier Pub. Co., following the final closing of a $2.5 million transaction between Harry B. Maizlish, former KFWB president, and Paul C. Smith, president and board chairman of Crowell-Collier [B•T, June 4].

Under terms of ownership, Mr. Smith becomes president of KFWB Broadcasting Corp., a newly-established and wholly-owned Crowell-Collier subsidiary. Spokesmen for the publishing firm said this property will not be part of Collier Broadcasting Co., also a subsidiary, that was set up to handle eventual ownership, pending FCC approval, of the Bitner radio-tv station properties for which C-C filed two weeks ago [B•T, Oct. 15]. Active direction of KFWB has been taken over by Robert M. Purcell, who joins Crowell-Collier as vice president and acting manager of the KWFB subsidiary. Mr. Smith said Mr. Maizlish "will be associated with the new company and will undertake additional assignments in the future."

Mr. Purcell, a 15-year broadcasting veteran, also becomes assistant to Mr. Smith on matters relevant to radio and television. William A. H. Birnie, a Crowell-Collier vice president earlier this year was placed in charge of the recording, radio and television division.

Before joining Crowell-Collier, Mr. Purcell headed an independent broadcasting consulting firm, Robert M. Purcell Television Inc., Hollywood, and was operations director of KTTV (TV) Los Angeles. While acting as a consultant, he also had an "assignment" from August 1955 through the middle of July this year as managing director of KEYD-TV Minneapolis (now KMGM-TV).

TRANSFER of WWHG-AM-FM Hornell, N. Y., from W. H. Greenhow Co. to Ra-Tel Broadcasters Inc. is made official at contract signing. L to r (standing) are officers of Ra-Tel, Sy Dresner, general manager-treasurer; Frederick D. Schottland, president, and Alfred Dresner, general counsel-secretary; and seated, officers of the Greenhow Co., Louis G. Buisch, Mrs. Olive G. Buisch, and Miss Mabel Wombough. Purchase price was $50,000.

KGW-TV Portland, Ore., Sets Target Date Dec. 17

TARGET DATE for KGW-TV Portland, Ore., has been set for Dec. 17, with special dedicatory programs scheduled for Dec. 15 and 16, it has been announced by Walter E. Wagstaff, station manager. KGW-TV will operate on ch. 8 with 16 kw and will be an ABC-TV affiliate.

Fedderson Plans to Build

HOLLYWOOD Producer Don Fedderson has signed an architect to draw plans for a single large studio facility in which he can gather all of his current tv activities plus program expansions slated for the next five years. Mr. Fedderson's *The Millionaire* and *Do You Trust Your Wife?*, both on CBS-TV, now require rental space at three different studios and two laboratories.

KONO-TV Starts Building Its New Studios, Offices

CONSTRUCTION has begun on studios and offices for KONO-TV San Antonio, Tex., new ch. 12, 316 kw station which Mission Telecasting Co. has scheduled to go on the air in January of next year.

The $1,200,000 plant is set for completion by Dec. 1. It will be of modernistic design, 16,000 square feet, designed and built by the Austin Co., with transmitting equipment by RCA. The 564-ft. antenna tower will be located between the KONO-TV and KONO (Mission Broadcasting Co.) buildings on Arden Grove in San Antonio.

James M. Brown, vice president and general manager, has announced appointment of Justin Duncan, electronics engineer, as operations manager for KONO-TV. George W. Ing is supervising installation of all transmitting equipment.

Speedy Construction

REPRESENTATIVES of KSIX-TV Corpus Christi, Tex., are claiming something of a record for speedy station construction. Builders started pouring the foundations on Sept. 12 —and the station was on the air Sept. 30, they reported. KSIX-TV is owned by K-SIX Television and is on ch. 10. Vann Kennedy is general manager. The station is affiliated with CBS-TV. Its sales representative is H-R Television.

WGRY Gary, Ind., Begins Construction of New Studios

CONSTRUCTION of new studios in suburban Glen Park has been begun by WGRY Gary, Ind. The new facilities, including two large studios, two complete control rooms and other features, are scheduled to be put into operation Nov. 15, according to George M. Whitney, the station's president-general manager.

Mr. Whitney, who established WGRY in 1950, was a radio engineer in Chicago for 30 years before coming to Gary to open his own stations.

The new Glen Park location is in the recently-completed Jubilee Building at 3669 Broadway. The transmitter will remain at its present location at 26th and Louisiana in Gary. The station broadcasts daily from 6 a.m. to local sunset with a power of 500 w at 1370 kc.

WCHS-TV Charleston Buys Land for New Tower

WCHS-TV Charleston, W. Va., has purchased 42½ acres of hilltop for the site of a new television tower, to be ready for use around March 15 of next year.

John T. Gelder Jr., vice president and general manager of the station, said that the new tower, located 12 miles from the city limits of Charleston in Putnam County, would reach 2,049 ft. above sea level or 999 ft. above the 1,050-ft. elevation of the ridge.

Mil Fenster Promoted at GT; German Succeeds at WOR-TV

ADVANCEMENT of Mil Fenster from film manager of WOR-TV New York to film buying supervisor for all owned and operated tv stations of General Teleradio Inc. was announced last week by Thomas F. O'Neil, president and board chairman for RKO Teleradio Inc.

In his new post, Mr. Fenster will be responsible for obtaining tv films for the five general teleradio-operated stations.

Coincident with Mr. Fenster's promotion, Gordon Gray, executive vice president in charge of WOR-TV, announced that Daniel German will return to the station in the post of film manager. For the past three years, Mr. German has been film director of WHCT (TV) Hartford, and earlier had been film manager of WOR-TV, reporting to Mr. Fenster.

Radio Center Dedicated

WJOB-AM-FM Hammond, Ind., dedicated its new radio center with a grand opening and special broadcast Wednesday, it was announced by R. C. Adair, president. Government, business and professional leaders from surrounding communities attended the opening of the center at 6405 Olcott Ave. Advertising representatives and recording artists also were in attendance.

How to Get a Job

ABILITY and an unexpected chance to prove it landed a job for Paul Mason as news and special events editor at WIST Charlotte, N. C.

Mr. Mason, who was news director at WAIR Winston-Salem until that station recently changed hands, had journeyed to Charlotte to apply for a job at WIST. As he was walking toward his car following an interview with WIST's Bill Vaughn, he heard an ambulance approaching. Though not working on a news beat, he followed the ambulance to a parking lot in the next block, where he learned that a 56-year-old businessman had just jumped from the 17th floor of an adjoining building.

Fishing his WAIR credentials from his pocket, Mr. Mason got information from police officers, put in a call to WIST's Bill Vaughn and gave him the story. Within a few seconds, Charlotte had its first radio flash on the story. Then Mr. Mason returned to WIST studios for a wrap-up within 15 minutes after police got their initial call.

The result? WIST Managing Director Frank Hardin heard the broadcast, was impressed, and today Mr. Mason is working for the station.

Salt Lake City Tv Stations Unite for Promotion of Area

THREE rival Salt Lake City, Utah, television stations will combine forces to promote the Salt Lake City-Ogden-Provo area, according to Arthur S. Anderson, account executive for David W. Evans & Assoc., Salt Lake City agency. The stations are KSL-TV, KTVT (TV) and KUTV (TV).

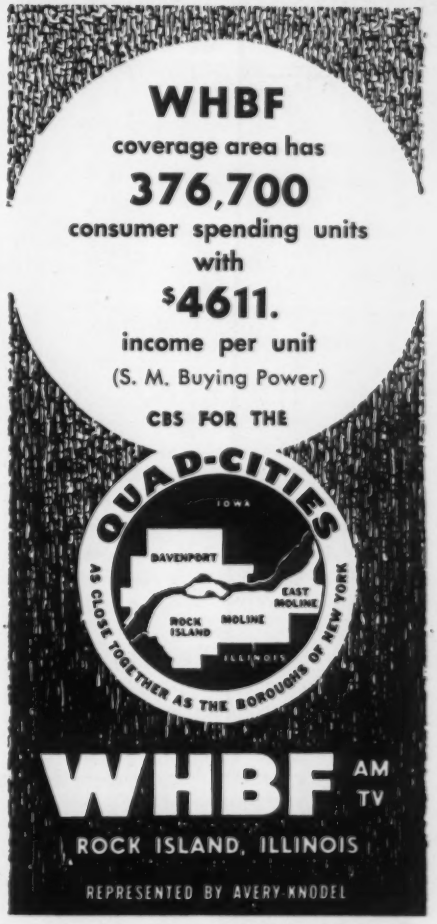
The campaign will include a series of two-color ads in various trade magazines which will call attention to the fact that Salt Lake City-Ogden-Provo is one of the first 40 markets based on population as well as retail sales in several categories.

"While the sale of television time is the ultimate goal, the greatest emphasis is being placed on the importance of the market," said Mr. Anderson.

He added that the strength of the market lies chiefly in the fact that the three television stations (which transmit from a mountain range which is almost equidistant from all three cities) cover a 28-county area containing approximately 750,000 persons.

WKRC to Carry Redlegs

WKRC Cincinnati, Ohio, will carry broadcasts of the Redleg baseball games in 1957 under terms of a three-year contract with the Burger Brewing Co. WKRC originally broadcast the Redleg games from 1941 to 1945 but dropped them when it joined the CBS network.



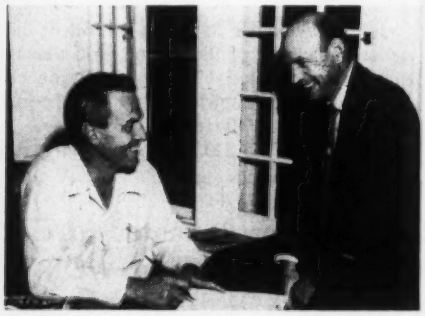
ON THE DOTTED LINE

CHRIS FINKBEINER, president of Little Rock Packing Co. (Arkansas Maid meat products), signs the first contract with KOKY Little Rock, Ark., new Negro-programmed station. With him are Howard M. Peters (l), KOKY manager, and John M. McLendon, the station's owner. Mr. Finkbeiner bought a 15-minute, five-days-weekly program *Jobs Today in Little Rock*, which assists Negroes in finding employment in the area.

THREE FOOTBALL GAMES is the current Saturday format of KANS Wichita, Kan. Byron Stout Pontiac Motors sponsors Oklahoma U. games; Kansas State games are sponsored by friends of "The Wildcats," Shelley Electric Co., White Star Machinery and Supply Co. and Kansas Gas & Electric Co., and night games of Wichita U. are sponsored by Sedgwick County Central Republican Committee. Signing contracts above are (l to r) George Wechel, vice president of Kansas Gas & Electric Co.; Frank J. Lynch, owner-general manager of KANS; Lloyd Pickrell, chairman of the Republican group, and Byron Stout, president-general manager of the motor company.

LLOYD KING (c), president of King Soopers Inc., Denver supermarket chain, has added 100 spot announcements to his large schedule on KLZ Denver to announce the opening of a new King Soopers store. Congratulating Mr. King at the new store are Warren Crowley (l), KLZ salesman, and Lee Fondren, KLZ general sales manager.

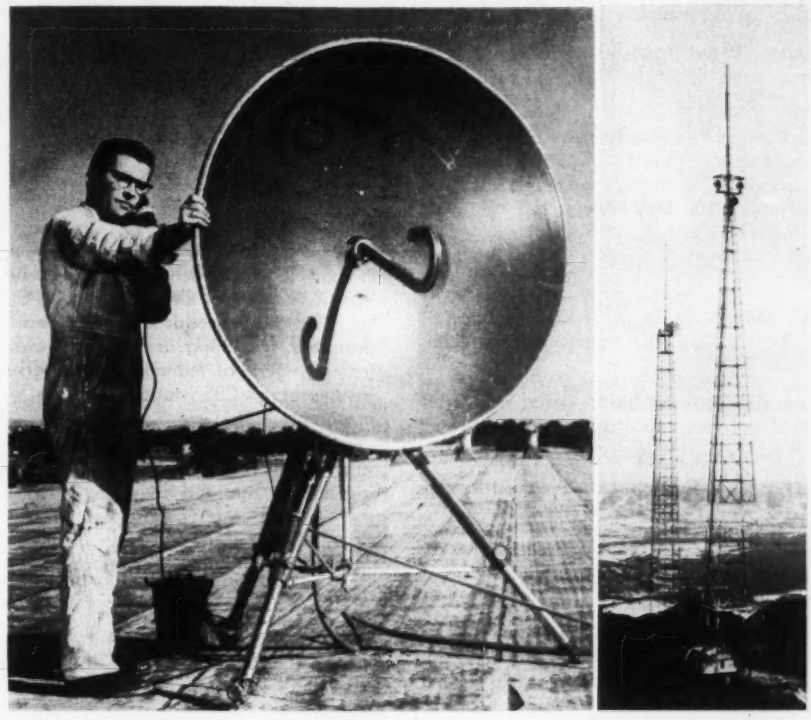
FRED JOLLY (seated), community relations manager of the Caterpillar Tractor Co., Peoria, Ill., signs with WMBD there for the second consecutive year of sponsorship on the station. WMBD will carry the 30-game schedule of the Caterpillar Cats basketball team on an exclusive basis, according to the station. With Mr. Jolly (l to r) are Tom Kelly, WMBD sports director; O. D. Maddox, Caterpillar; Warren Womble, coach, and Hal Sundberg, WMBD.



GOLDEN STATE Baking Co., Fresno, Calif., on behalf of Harvest Queen bread, has signed the largest program contract in history of KBIF Fresno, the station reports. The bakery is sponsoring a five minute program, *10 Top Tunes*, eight times daily through Dec. 26. Discussing the contract are Hunter Scott (l), president of the advertising agency bearing his name and representing Golden State, and KBIF Manager Dave Maxwell.

◄ ONE HUNDRED home and away games of the Boston Bruins and Boston Celtics, hockey and basketball teams, will be aired on 22 New England stations under the sponsorship of the Carling Brewing Co., Natick, Mass. At the contract signing are (l to r) seated: Celtics' Coach Arnold (Red) Auerbach; Al Tanger, WHDH commercial manager; Walter A. Brown, Boston Garden; Henry E. Russell, Carling plant general manager; James I. Summers, vice president of Harold Cabot Co. agency, Cal Gardner, Bruins' star player, and standing: Eugene R. MacArthur, Cabot vice president; Fred Cusick and Johnny Most, WHDH sports announcers, and Robert J. Thomas, Carling northeast region advertising director.

Long-Distance Remotes Everyday Occurence for KOVR-TV



MORE than 200 remote telecasts—ranging from 25 miles to as far away as 90 miles—have been produced this year by KOVR-TV Stockton, Calif. The television station recently originated the *California Hayride* program from Marysville, a community 85 miles away from the station's home base at Stockton, and to get that picture out, Chief Engineer Richard (Andy) Anderson's men had to relay it 38 miles west to Berryessa Peak, then "hop" it from that point to KOVR-TV's 4,000-ft. Mt. Diablo transmitter another 52 miles distant. Most manufacturers might say that such distances are more than their portable equipment is designed for, but KOVR-TV, in a typical week, makes as many as nine remotes totaling as many as 21½ hours for sports and other events. In the pictures above Phil Linn (1), KOVR-TV engineer, talks to fellow engineers at mid-point relay site atop the Roseville, Calif., fairgrounds auditorium, where he is checking equipment which will send the signal to KOVR-TV's transmitters on Mt. Diablo.

Mitchell, Pope Named V.P.s at WPIX (TV)

ELECTION of T. E. Mitchell and Leavitt J. Pope as vice presidents of WPIX (TV) New York was announced last week by F. M. Flynn, president of WPIX Inc. Mr. Mitchell becomes vice president and controller of the station and Mr. Pope vice president in charge of operations.

Mr. Mitchell joined WPIX as chief controller in April 1948, two months before the station went on the air. He was elected an officer of the corporation last year, with the title of controller and auditor. Before he came to WPIX, he was a certified public accountant with Price, Waterhouse & Co., New York.

Mr. Pope joined the *New York Daily News*, parent company of the station, in 1947 as an administrative assistant. In 1951, he was named assistant general manager of WPIX and two years later was given the additional title of operations manager.

Both Mr. Mitchel and Mr. Pope will report to Fred M. Thrower, WPIX's vice president and general manager.

Quaal Elected to Board Of WPIX Inc., New York

ELECTION of Ward L. Quaal, vice president and general manager of WGN-AM-TV Chicago, to the board of directors of WPIX Inc. was announced Tuesday by F. M. Flynn, president of WPIX (TV) New York.

Mr. Flynn, publisher of the *New York News*, which operates WPIX and is a sister newspaper of the *Chicago Tribune* (WGN Inc.), also announced the election of Leavit J. Pope, assistant general operation manager, and T. E. Mitchell, auditor-controller, as vice presidents of WPIX (TV) (see below).

Mr. Quaal was elected a vice president of WGN Inc. last month [B•T, Oct. 1], and his appointment to its board of directors is anticipated at a future board meeting.

WRCA-AM-TV Signs Pact With Large Merchant Group

IN a two-prong effort to give its advertisers a "bonus push" while attracting new local clients, WRCA-AM-TV New York has signed an agreement with the New York State Food Merchants Assn. under which 1,500 independent New York food stores will get night-and-day hitch hikes on the stations' commercial announcements.

Terms of the agreement were worked out at the annual NYSFMA meeting at Lake Kiamesha, N. Y., several weeks ago. Commenting on the plan, which in effect will be a co-op advertising campaign requiring no money on the part of the local merchant, William G. Hildebrand, executive secretary of the association, said, ". . . this campaign exceeds anything ever done to further the interest of the independent merchants. The prestige and cooperation of NBC will put the independent merchants on an equal footing with the biggest food retaining groups." In addition to on-air tie-ins, the local shops will also receive under the stations' Chain Lightning Merchandising Plan, various point-of-purchase aids, such as countercards and posters.

Young Expansion Announced; Reilly Becomes Chicago V.P.

IN EXPANSION moves at Adam Young Inc., and Young Television Corp., station representatives, William J. Reilly has been promoted to vice president in charge of Chicago operations, and branch offices of the companies in Chicago and Los Angeles have been moved to new and larger quarters.

MR. REILLY

Mr. Reilly has been with Adam Young for more than eight years in the Chicago office.

Other staff changes announced were the advancement of J. Taggart Simler from account executive to midwestern sales manager

TV Audiences will

STAND UP AND CHEER!

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SEE PAGES 11, 12, 13

of Young Television Corp. and the appointment of William F. Sanford as an account executive in Chicago for Young Television. Mr. Sanford most recently was a salesman for WFAM-TV Lafayette, Ind.

Young's new office in Chicago is in the Prudential Bldg. and at 6331 Hollywood Blvd. in Los Angeles. Plans also are underway for a move of the New York offices to new quarters which will double the amount of space now occupied at 477 Madison Ave.

NBC Promotes O'Keefe

APPOINTMENT of John O'Keefe as publicity director of WRCA-AM-TV New York was announced last week by William N. Davidson, general manager for the stations. Mr. O'Keefe, who joined NBC as a mail boy in 1949 and later served in various publicity positions with the network and WRCA-AM-TV, succeeds Don Bishop, who has been named director of publicity and community services for the NBC owned stations and NBC Spot Sales [B•T, Oct. 15].

STATION SHORTS

WDAS Philadelphia names Robinson, Adleman & Montgomery Inc., to handle station's public relations and promotion program.

KEX Portland reports it has signed agreement with U. of Portland to broadcast all school's home basketball games.

REPRESENTATIVE PEOPLE

Kenneth Goldblatt, formerly with Mutual, WOV New York and WINS New York, named sales manager of New York office, Forjoe & Co.

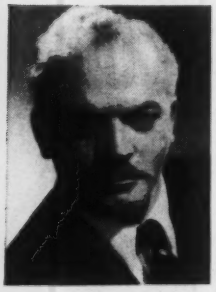
REPRESENTATIVE APPOINTMENTS

WAAB Worcester, Mass., appoints Kettell-Carter, Boston, as sales representatives in New England.

STATION PEOPLE

Ed L. Teer, commercial manager, KAVE-TV Carlsbad, N. M., has been named manager of station.

Zel Levin, account executive, L. C. FitzGerald Inc., Providence, R. I., public relations-advertising agency, named station manager, WWON Woonsocket, R. I., *Woonsocket Call* outlet. Mr. Levin is a former executive editor of the *Call.*



MR. ELBER

Sam Elber, former promotion manager-news director, WPEN Philadelphia, appointed director of advertising and promotion, WERE Cleveland.

Dick Canaday, formerly program director, KIRX Kirksville, Mo., named sales manager and assistant to President A. J. Mosby, KGVO-TV Missoula, Mont.

J. E. Patrick has been named news director, KRUX Phoenix, Ariz. **Richard Gilbert Jr.,** formerly with Bozell & Jacobs, N. Y., joins KRUX as account executive.

Edgar S. Wood, freelance radio-tv reporter, named news director, WTVN (TV) Columbus, Ohio.

Harry Wilbur, formerly sales service manager, Capper Publications, Chicago, appointed sales promotion manager, WBBM that city. **Dick Badenhoop,** formerly with KCKT (TV) Great Bend, Kan., has been named as assistant to sales promotion manager.

Dick Balzer, traffic manager, WHBF-AM-TV Rock Island, Ill., transfered to stations' sales staff.

Patty Warren and **Charles Grant** have been named account executives, local sales staff of WKDA Nashville, Tenn.

Harvey D. Murphy named to sales staff, WJNO West Palm Beach, Fla.

Jo Hitchcock, continuity director, KPHO Phoenix, Ariz., appointed promotion manager.

William Hoos, engineer, WFBR Baltimore, Md., since 1940, named chief engineer, and **John McVeigh,** former comptroller, elected treasurer and member of WFBR board of directors.

MR. HOOS MR. McVEIGH

Jayne Swain, senior account executive, WQXI Atlanta, to assistant manager, WAKE, same city.

Don E. Draeger, salesman, Donley Medical Supply, Lincoln, Neb., to KHOL-TV Kearney and satellite KHPL-TV Hayes Center, both Neb., as account executive.

Lee Batch, formerly with KTLA (TV) Los Angeles, to KCSB San Bernardino, as account executive-disc m.c. **Jim Blaine,** formerly chief engineer, KBMI Henderson, Neb., to KCSB in same capacity.

Bob Roth, WINS New York, to WSAV Savannah, Ga., as program director.

Marian Bouk named chief engineer, WRNY Rochester, N. Y.

Frank Stevens, community service director, WWVA Wheeling, W. Va., to WTRF-TV same city, as newscaster-writer.

Wallace L. Hutchinson, who left promotion manager post in Hollywood headquarters of KBIG Catalina, Calif., in January 1935, rejoins station today (Monday) in L. A. as account executive replacing **Phil Dexheimer,** resigned.

PRESIDING at switch-throwing for new WRVA-TV plant at Richmond, Va., is C. T. Lucy, veteran broadcaster and station president. Watching are Barron Howard (center), general manager, and Herbert V. Akerberg, CBS station relations vice president.

Ron Manders, sales promotion manager, KFI Los Angeles, resigned to join L. I., N. Y., Episcopal church organization and enter N. Y. U.'s Queens College as theology student.

Howard E. (Howie) Williams, W. B. Doner Adv., Baltimore, appointed program manager, WBAL Baltimore.

Hal Shore appointed program director, WBCM Bay City, Mich. **DeVere Logan** to station's continuity department.

Clark Lobb, former continuity director, KALL Salt Lake City, advanced to position of station program director. **Ronnie McCoy,** KALL musical director, to additional duties as morning and afternoon disc jockey.

Arthur C. King, director of public affairs and special events, WEEI Boston, also named station news director.

George Rogers, commercial production manager, WKRC-TV Cincinnati, to tv sales rep-

LEW ARNOLD (l) newly-named general manager of KTLA (TV) Los Angeles and Henry Flynn (r) who becomes assistant general manager, confer with Bernard Goodwin, vice president of Paramount Television Productions Inc. station licensee [At DEADLINE, Oct. 8].

resentative for station. **Barry Hersh** succeeds him. **William S. Knapp,** account executive and radio-tv director, Farson, Huff & Northlich, Cincinnati, to WKRC-TV sales staff.

R. H. (Dick) Kelly Jr., sales representative for Evans Products Co., Plymouth, Mich., to sales staff, WSUN-TV St. Petersburg, Fla.

Johnny Green, employed in various capacities for several midwest stations, to news director, KPHO-AM-TV Phoenix, Ariz.

Robert A. Messinger, feature writer for Hyannis, Mass., *Cape Cod Standard-Times* and former managing editor and assistant publisher of South Bay Publishing Co., L. A., to publicity director, WBZ-WBZA Boston, succeeding **Jerold Harris,** resigned.

Robert F. Kliment, employed at Buffalo, N. Y., area stations in various capacities, to WGR Buffalo as salesman.

Arch McDonald, Washington (D. C.) baseball announcer since 1934, resigned from National Brewing Co. post. He currently is doing color for Washington Redskins football games and continues daily sports show over WTOP Washington.

Norman Vincent, Anne Marie Flowers and **Martha Snyder** appointed to publicity-promotion staff, WMBR-AM-TV Jacksonville, Fla.

Jim Adams, formerly with WGSM Huntington, L. I., as copywriter, to WOR-TV New York production staff.

Dave Edwards, announcer, WBUD Trenton, N. J., to WTTM Trenton in similar capacity.

Jim Harriott, formerly with WEAT-TV West Palm Beach, Fla., to announcing staff, WFLA-TV Tampa-St. Petersburg, Fla.

Dick Johnson, formerly with radio stations in Wisconsin and WREX-TV Rockford, Ill., joins announcing staff, WTMJ-AM-TV Milwaukee.

Paul Schuett, announcer, joins KWLK Longview, Wash.

Barbara Cahill, WGAR Cleveland, Ohio, promoted to traffic manager; **Erna Reich** joins WGAR as record librarian.

Charles W. Bahr, graduate of Northwest Radio & Tv School, Portland, Ore., to film department, WMTV (TV) Madison, Wis. Other Northwest graduates joining stations: **Joan Fields** and **Richard Alvari,** to KBTV Denver; **Herschel Mays,** to KRBB (TV) Eldorado, Ark.; **Wallace Lund,** to KMCM McMinnville, Ore.; **Jean Morand,** to KTVR-TV Denver; **Jacklyn Cumber,** to WBAY Green Bay, Wis.; **Dick Strandlof,** to KYOR Blythe, Calif.; **George Fyksen,** to WISN-TV Milwaukee; **Cal Lehman,** to KGRO Gresham, Ore.; **Ray Willes,** to KOCO Salem, Ore.; **Jim Skjelstaf,** to KCRE Crescent City, Calif.; **Norman Norton,** to KTEL Walla Walla, Wash.; **Tom Colvin,** to KREM-TV Spokane, Wash.; **Lowell Hersey** and **Leo Minton,** to KXLK Great Falls, Mont.

TELEVISION station executives look over proofs of the first ads in the Salt Lake City-Ogden-Provo market series. L to r: George C. Hatch, vice president, Utah Broadcasting & Tv Corp. (KUTV [TV]); G. Bennett Larson, president-general manager, KTVT (TV); Jay W. Wright, executive vice president of Radio Service Corp. of Utah (KSL-AM-FM-TV); Lennox D. Murdock, vice president-general manager of KSL-TV, and Brent H. Kirk, general manager of KUTV.

KTTV (TV) Show Lionized

HOLLYWOOD was crawling with MGM lions last fortnight — stuffed, papier mache, and wind-up models— all let loose by KTTV (TV) Los Angeles, which virtually topped movie precedents in a $100,000-exploitation of the premiere Friday night of Colgate-Palmolive Co.'s *Colgate Theatre* on the station. The three-year $15,000-weekly Colgate buy [B•T, Sept. 10] is said to be the big-best single-sponsor purchase in the market. Loew's Inc. has become part-owner of KTTV as part of an agreement for an MGM library of over 700 features.

Mary Dee, entertainer, formerly with WHOD Homestead (Pittsburgh), Pa., to WSID Baltimore, Md., in same capacity.

John McCormick, disc jockey, WJJD Chicago, to WDSU New Orleans, in similar capacity.

Zeke Manners, formerly with KFWB Hollywood, to WINS New York, as d.j.

Bob King, formerly with WRAP Norfolk, Va., to WOOK Washington, as all-night d.j.

Tom Perryman, country music disc jockey, KSIJ Gladewater, Tex., to WSM Nashville, Tenn., in similar capacity.

Bob McKee, Atlanta, Ga., radio personality, to WOKY Milwaukee, Wis.

Edloie Van Camp, music librarian, KGFJ Los Angeles, to KBIG Catalina, Calif., in similar capacity.

Henry P. Johnston, president-managing director, WAPI-WABT (TV) Birmingham, Ala., re-elected vice president, Alabama Div., American Cancer Society.

Leslie C. Johnson, vice president-general manager, WHBF-AM-TV Rock Island, Ill., appointed chairman of new Rock Island Development Committee, comprising business leaders and set up to promote shift of small industry to that city.

A. C. Bernstein, WRSW-AM-FM Warsaw, Ind., elected president for 1957 of local chapter of Kiwanis Club.

Bob Stanton, sports director, WSUN-TV St. Petersburg, Fla., author of one of chapters in new book, *How to Announce for Radio and Television.*

Dan Gingold, staff director, KNXT (TV) Los Angeles, father of boy, Jeffrey Robert, Oct. 1.

Robert Costa, program director, KGMB-TV Honolulu, father of girl, Mazeppa Montague, Oct. 1.

Art Johnson, announcer, WDRC Hartford, Conn., father of girl, Katherine Ann, Oct. 1.

Ablaze with

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APPELLATE COURT BACKS McCLATCHY

U.S. Court of Appeals rules that denied applicant is entitled to evidentiary hearing on its protest to modification of rival's Sacramento grant.

AN inkling of the U. S. circuit court's thinking on how long a tv applicant may continue to participate in that role following a final decision was given by the U. S. Court of Appeals in Washington last week when it told the FCC that it has to give McClatchy Broadcasting Co. an evidentiary hearing on its objection to the modification of the permit of ch. 10 KBET-TV Sacramento, Calif.

In a related case, the same court denied McClatchy's appeal for a rehearing on the court's decision last January upholding the FCC's choice of Sacramento Telecasters Inc. for the ch. 10 grant and the denial of McClatchy's application for the same facility.

The Commission's grant for what is now KBET-TV was made in October 1954. This was upheld by the federal appeals court early this year [B•T, Jan. 30]. In December 1954, less than 60 days after the grant, KBET-TV was given permission to move its transmitter site and to decrease its antenna height. McClatchy filed an objection to this modification, which the Commission denied in March 1955 on the ground that McClatchy had no further standing. It was the appeal from this decision which was the subject of last week's court ruling.

McClatchy Charges Fraud

McClatchy's point in objecting to the modification was that both applicants had agreed that they proposed to cover generally the same area. When KBET-TV modified its permit, McClatchy charged that this constituted a fraud and asked for a hearing on KBET-TV's application for a change in site and in antenna height.

If the Commission changed the grant "drastically," the unanimous court decision held, then it should have notified the court. Then the court would have dismissed the appeal and McClatchy would have had standing, the court said. Or, the court said, the Commission should have asked that the appeal be remanded on the basis that it was modifying the grant under appeal.

In a sharply worded slap at the FCC, the court said: "It would obviously be unseemly for the Commission, without the knowledge or permission of the court, to substitute another grant for that which is being judicially examined on appeal, leaving the court with the time-consuming and difficult task of reaching a decision as to the validity of a construction permit which has long ceased to exist."

The court then went on: "We think that modifying some of the basic characteristics of a construction permit is tantamount to the issuance of a new and different permit. To do this without affording the parties to a comparative hearing a chance to protest and be heard amounts to granting a permit for construction which had not been proposed before or during the hearing and which therefore had not been compared with the proposals of other applicants."

The court's decision was written by Circuit Judge Wilbur K. Miller, for himself and Judge Charles Fahy and Walter M. Bastian.

FCC Erred at Rochester, WSAY Tells Appeals Court

CLAIM that the FCC should have ordered share time ch. 10 stations WHEC-TV and WVET-TV Rochester, N. Y., off the air following a July 1955 circuit court decision in the Rochester ch. 12 case has been made before a three-judge panel of the U. S. Court of Appeals in Washington.

The claim was made in behalf of WSAY Rochester, N. Y., protestant against the 1953 grant of the vhf channel to merged applicants WHEC and WVET Rochester. In July 1955 the court ordered the FCC to give WSAY a hearing on its protest. This was done and an initial decision reaffirming the grant was issued by Hearing Examiner Elizabeth C. Smith last August. But WSAY maintains the FCC was required to force the two ch. 10 outlets to cease operation following the 1955 court order. As the law read then, the Commission had no discretion in this matter, but during the 84th Congress this was amended to give the Commission discretionary powers. Since the case was held open during a petition for writ of *certiorari* asking the Supreme Court to review the circuit court's decision, the FCC claims that the amended Sec. 309(c) prevails.

WGBI-TV, KFXM Purchases Among Seven Passed by FCC

THE FCC authorized seven station ownership changes last week—among them the $650,000 purchase of ch. 22 WGBI-TV Scranton, Pa., by WCAU Inc., and the $244,149 purchase of KFXM San Bernardino, Calif., by H. Phillip Dexheimer and associates.

First acquisition by the *Philadelphia Bulletin* (WCAU-AM-FM-TV), the WGBI-TV purchase involved the transfer of control from Mrs. M. E. Megargee and family to the Philadelphia newspaper. The *Bulletin* is acquiring 15 out of 20 shares of voting stock and 10 out of 30 shares of non-voting stock. WGBI-AM-FM were not involved in the sale.

WGBI-TV is affiliated with CBS (as are the WCAU stations) and began operating in June 1953. It is one of four uhf stations operating in the Scranton-Wilkes-Barre area. The others are ch. 28 WBRE-TV Wilkes-Barre, affiliated with NBC; ch. 34 WILK-TV Wilkes-Barre, affiliated with ABC, and ch. 16 WARM-TV Scranton, affiliated with ABC.

Rival *Philadelphia Inquirer* (WFIL-AM-FM-TV) has in recent years acquired WNBF-AM-TV Binghamton, N. Y.; WFBG-AM-TV Altoona, Pa.; WNHC-AM-FM-TV New Haven, Conn., and WLBR-TV Lebanon, Pa. (the last being the subject of a protest hearing). WFIL also owns 50% of WHBG Harrisburg, Pa.

New owners of MBS-affiliated KFXM (1 kw on 590 kc) are Mr. Dexheimer, an account executive with KBIG Avalon (Los Angeles), Calif., 22.2%; L. Benton Paschall, one-third owner and general manager, KAFY Bakersfield, Calif., 22.2%; Howard L. Tullis, one-third owner of KAFY and a Hollywood advertising agency owner, 33.4%, and John P. Hearne, attorney and 21% owner of KVEN Ventura, and one-third owner of KAFY, 22.2%.

Among other sales authorizations last week were:

WLAY Muscle Shoals, Ala.—Transfer of control to Michael R. and Flora E. Freeland for $1 plus guarantee of $150,144 indebtedness.

WPFA Pensacola, Fla.—Assignment of license to Jerome William O'Conner for $77,500.

KGHM Brookfield, Mo.—Assignment of license to Ira J. Williams who is purchasing remaining two-thirds interest for $13,594.

KOVO Provo, Utah—Assignment of license to KOVO Inc., principally owned by Ashley L. Robison, 50% owner of KCCC-TV Sacramento, Calif., for $63,000.

KFQD Anchorage, Alaska—Assignment of license to Anchorage Broadcasters Inc., principally owned by F. M. Reed, for $80,000.

FCC Gets Second Complaint On Oil Company Commercials

THE California Committee Opposed to Oil Monopoly served a second complaint with the FCC last week against the Richfield Oil Corp. charging that the company was mixing political propaganda with its advertising commercials on seven California tv outlets. Two weeks ago the Committee attacked Richfield Oil's *Richfield Reporter* on NBC's western network, claiming it was dispensing propaganda against "Proposition Four," a California referendum which would establish a three-man commission to enforce a new oil production conservation act [B•T, Oct. 8].

The latest complaint to the FCC claims that in California Richfield advertising for *Mayor of the Town* tv film series deals with conservation, while in Washington and Oregon the commercials deal with Richfield products. The Committee claimed this was "deception" and constituted use of licensed facilities "for the purpose of deceiving listeners and viewers by bringing political propaganda to them in the guise of entertainment."

Mayor of the Town, a half-hour weekly program featuring Thomas Mitchell, is broadcast over the following stations, according to the Committee's complaint: KERO-TV Bakersfield, KSBW-TV Salinas, KHSL-TV Chico, KGO-TV San Francisco, KFSD-TV San Diego, KTTV (TV) Los Angeles, and KEYT (TV) Santa Barbara.

RCA'S ACE IN HOLE PRAISES PAY-SEE

Zworykin has some good things to say about toll tv in RCA patent, filed in 1950, issued last July.

A PAY tv patent, issued to RCA honorary vice president Vladimir K. Zworykin and assigned to RCA [CLOSED CIRCUIT, Oct. 8], contains some rather glowing references to pay-as-you-see video, although RCA is on record as vehemently opposed to subscription tv—"paid narrowcasting" is Gen. Sarnoff's term for it.

RCA officials had "no comment" to requests for an explanation.

The Zworykin patent for eight claims filed in 1950, bears the U. S. Patent Office No. 2,757,226. It was issued July 31, 1956. Its title is "Secret Television Systems."

In the introductory remarks, presumably supplied by Dr. Zworykin, referring to audience participation in the financing of tv programs it is said:

"In some instances, high quality television programs, whose costs exceed advertising revenues, or whose character would not tolerate the intrusion of advertising, are not available for general television audience consumption. It is clear, for example, that current motion picture productions, which the film studios could not afford to release for general consumption unless the proper revenues were derived therefrom, are at present probably withheld from television audiences because an acceptable system for audience-financing is not available."

The patent speaks of the complexity of other systems for transmitting garbled images to be decoded at the receiver and for which payment is arranged, and the need for a simple system.

Dr. Zworykin also advances the novel idea that several pay tv stations might use one channel for subscription tv on a share-time basis, or a single channel might be assigned each broadcaster for this purpose.

He also holds out the need for collecting audience measurement data as part of the fee collection system.

"Therefore, it is a general object of the invention," the patent goes on, "to provide simplified and improved means and methods for permitting audiences to finance high quality television programs. . . ."

In his description of the techniques and apparatus for the Zworykin fee tv system, provision is made for a coin collection receptacle, as well as for other means of ascertaining billing information. A method whereby the viewer could indicate "excellent, good, fair, unsatisfactory and objectionable" is also described in the patent papers.

"Now KRIZ Phoenix lets you listen as Happyfoot Wine is being made in the old fashioned way!"

Valley Broadcasting Protest Not Filed Late, Says Court

THE now famous "late" FCC filing was not late at all, the U. S. Court of Appeals has ruled. The appeals court returned to the FCC for further hearing the protest by Valley Broadcasting Co. against an am grant at West Point, Ga., to Confederate Radio Co. The protest, received by the FCC after 5 p.m., Nov. 21, 1955, last day for exceptions to the grant—was ruled by the Commission to be "untimely filed." The FCC ordered the date of receipt changed from Nov. 21 to Nov. 22, the day after deadline.

His plea for reconsideration turned down by the Commission, attorney Richard Rowell, subject of the FCC ruling, appealed to the court [B•T, Sept. 24]. He argued that he was in the FCC Secretary's office before 5 p.m., but because he had to rearrange papers, he didn't actually hand the protest to FCC personnel until about 5:20. This, Mr. Rowell contended, should not be regarded as a late filing.

In agreeing, the appeals court said, "Zeal for orderly procedures hardly calls for such Cinderella-like treatment of a protest when the filing party is in the filing office before closing time to present the necessary documents." Denial of the right to a hearing in such circumstances "cannot be allowed to stand on such arbitrary grounds," the court concluded.

Loew's Protest Thrown Out

PROTEST by Loew's Inc. (WMGM New York) against FCC assignment of the call letters KMGM-TV to United Tv Inc. for its ch. 9 tv station in Minneapolis, Minn., has been rejected by the FCC. Loew's had contended that the "MGM" trademark was theirs and that use of the Minneapolis call letters was unauthorized.

The FCC said that the issuance of call letters is not an action subject to protest under Commission rules. The FCC said its function was limited to determining that call-letter assignments won't cause confusion with stations located in the same general area. This, the FCC pointed out, does not preclude Loew's from asserting under private law any rights it may have to the MGM symbol.

Unhappy WGMS Stockholder Takes Sale to Appeals Court

THE disputed sale of good music stations WGMS-AM-FM Washington to RKO Teleradio Pictures Inc. last July was taken to the U. S. Court of Appeals in Washington last week. Minority stockholder (16⅔%) Lawrence M. C. Smith not only appealed from the FCC's grant of the transfer, but also claimed the Commission has not rescinded the order after accepting his protest. He also asked that a stay order be issued.

Mr. Smith protested the grant and was given oral argument before the FCC early this month [B•T, Oct. 8]. Mr. Smith protested that the station was sold to the O'Neil interests over his objections, that Nathan Strauss, WMCA New York, had made a better offer, and to a five year management contract with former 42 2/3% owner M. Robert Rogers and wife.

RKO Teleradio, which took over ownership of the WGMS station after the Commission's approval, has made WGMS its Washington origination outlet for MBS; the good music policy has been continued on WGMS-FM. When the FCC accepted Mr. Smith's protest, it stayed the transfer authorization. Since this already had been consummated, the Commission gave the parties to Oct. 12 to reassign stations. This was later continued to Nov. 15. Mr. Smith owns good music station WFLN (FM) Philadelphia.

BMI

MILESTONES

for November

BMI's series of program continuities are full half-hour presentations . . . simple to do, saleable, excellent listening. Each script in the November package commemorates a special event of national importance.

"THE POLISH GENIUS"
Ignace Jan Paderewski
Born: November 6, 1860

"OUR VICTORIOUS VETERAN"
(Vet's Day, 1918-1956)
November 11, 1956

"OUR DAILY BREAD"
Thanksgiving Day
November 22, 1956

"THE MISSISSIPPI YANKEE"
Mark Twain
Born: November 30, 1835

"Milestones" is available for commercial sponsorship—see your local stations for details.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Harriscope Wins Grant For Casper, Wyo., Ch. 2

HARRISCOPE Inc., Beverly Hills, Calif., tv film production-distribution firm, last week was granted a new tv station to operate on ch. 2 Casper, Wyo. Harriscope is comprised of Burt I. Harris, 40%, Irving B. Harris, 40%, and Don Paul Nathanson, 20%.

Irving Harris is a cousin of Burt Harris. He was a vice president and currently is director of the Toni division of Gillette Co. Mr. Nathanson, former advertising director of Toni, is president of North Adv., Chicago.

The firm plans 208 w visual power with antenna height of 270 ft. below average terrain. Construction costs are estimated at $80,000 and first year operation costs at $120,000.

WTRI (TV) Asks High Court Reversal in Vail Mills Case

THE U. S. Supreme Court has been asked to reverse a lower court decision which held that the FCC acted properly in allocating ch. 10 to Vail Mills, N. Y. (Albany-Schenectady-Troy area), last November even though it was then considering a general allocation proceeding.

In a petition for a writ of *certiorari*, filed by ch. 35 WTRI (TV) Albany, N. Y., the Commission was accused of (1) permitting CBS to intervene in the case without its suggestions being submitted to cross examination; (2) granting the rule-making proposal of one party while postponing consideration of a mutually-exclusive rule-making proposal by a second party, and (3) violating Sec. 4 of the Administrative Procedure Act.

Last July, the U. S. Court of Appeals, Washington, by an 8 to 2 vote, upheld the FCC's right to allocate ch. 10 to Vail Mills. The allocation had been requested by ch. 41 WCDA (TV) Albany, owned by CBS commentator Lowell Thomas and associates. Following the allocation, WCDA filed an application for this vhf facility, but this was held in the pending file until last month, when the appeals court vacated its stay order. The FCC accepted the application but stated it would take no action until the outcome of a now pending FCC proposal to remove ch. 10 from Vail Mills or by 30 days' notice. Joining WTRI in the attack on the Vail Mills allocation in the lower court was ch. 19 WMGT (TV) Pittsfield, Mass.

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Five New Am Stations Approved by Commission

THE FCC approved five new am stations last week. They were:

Jasper, Ala.—Walker County Bcstg. Co., 1240 kc, 250 w, unlimited. Hudson C. Millar Jr., owner-manager, WKUL Cullman, Ala., is sole owner of the new facility.

Brooksville, Fla.—Hernando Bcstg. Co., 1450 kc, 250 w, unlimited. Elmo B. Kitts, 90% owner, also owns WPRY Perry, Fla., and WDCF Dade City, Fla.

Commerce, Ga.—Albert S. Hardy (*Commerce* [Ga.] *News* owner), 1270 kc, 1 kw daytime.

Corinth, Miss.—Triangle Bcstg. Co., 1330 kc, 500 w, daytime. Luther C. Moore, haberdasher; W. E. Gray, dry cleaner; Charles W. Bolton, school teacher, and E. H. Huntley, employe of WBIP Booneville, Miss., are equal partners.

Dyersburg, Tenn. — Southern General Bcstg. Co., 1330 kc, 500 w, daytime. Sole owner Hamilton Parks is an insurance agent and farmer.

FCC to Take Another Look At WWBZ Race Results Case

ON its own motion, the FCC has rescinded its revocation order against WWBZ Vineland, N. J., and remanded the case to the hearing examiner in order that the station may introduce further evidence on its behalf. WWBZ's license was revoked last November [B•T, Dec. 5, 1955] because of its horse-race broadcasts which, the FCC found, aided illegal gambling interests.

WWBZ has steadfastly maintained that its programming is and has been in the public interest and asked, among other things, to be allowed to introduce further evidence which the station said will rebut the charges. The FCC instructed the examiner to issue a supplemental initial decision on the reopened case. The vote was 5-2, Comrs. Doerfer and Craven dissenting and voting to renew the station's license [CLOSED CIRCUIT, Oct. 8].

Tv Test Signal Mulled

FCC has announced it is considering adopting a standard test signal for tv stations and authorized the use of test signals by tv outlets during program time without specific authority as a means of acquiring data for use in comments when the proposed rule-making is issued. The Commission warned however that the test signals should not interfere with sync pulses or degrade picture quality. This special blanket authority extends to Jan. 15, 1957, and stations using this authority were asked to notify the Commission.

Navy Creates Advisory Board For Broadcasting, Telecasting

CREATION of a broadcasting-telecasting advisory board selected from industry executives was announced last week by Vice Admiral J. L. Holloway, chief of Naval Personnel, Dept. of the Navy.

Primary function of the board will be to advise the Bureau of Naval Personnel on its public service and recruiting policies and to pass professional judgment on ideas, campaigns, and program plans initiated by various branches of the bureau relating to broadcasting and telecasting.

John S. Hayes, president of the *Washington Post's* Broadcast Division (WTOP-AM-FM-TV Washington and WMBR-AM-FM-TV Jacksonville, Fla.) has been appointed chairman of the 11-man board, which includes Niles Trammell, president of Biscayne Broadcasting Co., (WCKR-AM-FM and WCKT [TV] Miami); Elliott M. Sanger, executive vice president of WQXR New York; Robert E. Dunville, president of Crosley Broadcasting Co. (WLW and WLWT [TV], both Cincinnati; WLWD Dayton and WLWC Columbus, all Ohio, and WLWA [TV] Atlanta, Ga.), Cincinnati; Donald W. Thornburgh, president, WCAU Philadelphia; Todd Storz, president, Mid-Continent Broadcasting Co. (WDGY Minneapolis-St. Paul, KOWH Omaha, WHB Kansas City, WTIX New Orleans, and WQAM Miami); G. Bennett Larson, president (KDYL and KTVT [TV], both Salt Lake City); Phil Lasky, vice president of Westinghouse Broadcasting Co. (KDKA-AM-FM-TV Pittsburgh, WBZ-AM-TV Boston, KYW-AM-FM-TV Cleveland, WBZA Springfield, Mass.; WOWO Fort Wayne, Ind.; KEX Portland, Ore., and KPIX [TV] San Francisco. WBC also applicant for WIND-AM-TV Chicago, subject to FCC approval); Harry Novik, president, WLIB New York; Jack W. Harris, vice president, Houston Post Co., Radio-Television Div. (KPRC-AM-TV), and William Grant, president, KOA Denver.

FCC Seeks to Hold Up Order

THE FCC has asked the U. S. Court of Appeals in Washington to hold up issuance of its order remanding the Shreveport. La., ch. 12 case for 30 days while it ponders the advisability of appealing this decision to the Supreme Court. The circuit court told the FCC [B•T, Oct. 8] to reopen the Shreveport vhf hearing because of the death of Don George, a principal stockholder in the winning Shreveport Television Co. (KSLA-TV). Mr. George died last June. The FCC final decision was issued in May 1955 and this was appealed by loser KCIJ in December of that year. KRMD Shreveport was the other unsuccessful applicant for the ch. 12 facility.

KDAY to Seek Full Time

KDAY Santa Monica, Calif., daytimer, which earlier this month received FCC authority to boost its power to 50 kw, will shortly request for full-time operation on its 1580 kc, it was announced last week.

MULTIPLE ALLOCATION SHIFTS ORDERED BY FCC

Commission also gets half-dozen rule-making requests including one covering San Francisco and Stockton.

CHANGE in the tv table of assignments was ordered by the FCC last week when the Commission finalized rule-making to assign ch. 45 New Castle, Pa., to Youngstown, Ohio-New Castle, Pa., as a hyphenated area. The change will become effective Nov. 21.

In the same order, the FCC rejected a proposal by ch. 73 WXTV (TV) Youngstown to substitute ch. 33 for its allocation, replacing ch. 47 Pittsburgh with ch. 22. A petition by ch. 45 WKST-TV New Castle asking issuance of a show-cause order to specify operation on that channel in Youngstown was denied by the Commission. Comr. Robert T. Bartley voted to assign ch. 33 to Youngstown also; Comr. T. A. M. Craven abstained.

In other allocations shifts, the FCC deleted ch. 6 from Nashaquitsa, Mass., and assigned it to New Bedford, Mass., effective Nov. 14. Only last July the Commission, in a rule-making order, assigned the channel to Nashaquitsa.

Other allocation changes ordered by the FCC, and also effective Nov. 14:

(1) Assigned ch. 26 to Shinglehouse, Pa., ch. 37 to Clymer, N. Y., and substituted ch. 62 for ch. 37 at Meadville, Pa.; (2) assigned ch. 8 to Missoula, Mont., substituting ch. 9 for ch. 8 in Kalispell, Mont., and ch. 23 for ch. 9 in Sandpoint, Idaho. The FCC denied a petition to make educational ch. 11 Missoula available for commercial use and reserve ch. 21 there for education.

The FCC asked for comments by Nov. 15 to a proposal to delete ch. 36 from St. Louis, Mo., and assign it to Springfield, Ill. (the original request envisioned adding ch. 39 to Springfield), delete ch. 2 from Springfield and reassign it to St. Louis. To accomplish the assignment of ch. 36 to Springfield, ch. 49 would have to be substituted for ch. 29 in Jacksonville, Ill., and ch. 68 would have to be assigned to the Davenport-Rock Island-Moline area instead of ch. 36.

In three cases, new requests for rule-making were included in already pending cases, the Commission rejecting requests for separate consideration. These were:

(1) A request (by Loyola U.) to delete ch. 6 from New Orleans was included with outstanding rule-making which would make Mobile, Ala., all commercial vhf by giving it ch. 4 from New Orleans in exchange for ch. 42 (now educational in Mobile, but would be commercial in New Orleans), making ch. 48 Mobile educational.

(2) Several requests to assign ch. 7 to Louisville, Ky., by deleting it from Evansville, Ind., were included in rule-making which would make Evansville all commercial uhf by making ch. 7 educational, removing the present educational reservation from ch. 56 there.

(3) A request to delete ch. 3 from Madison, Wis., assigning it to Rockford, Ill., and changing ch. 54 Fond du Lac, Wis., to ch. 68 was included in rule-making which would make Madison all uhf commercial by changing the educational assignment from ch. 21 to ch. 3.

The FCC asked for comments by Nov. 21 on a proposal by ch. 40 WCNS (TV) Baton Rouge, La., to switch ch. 18 from Jackson, La., and assign it to Baton Rouge.

A boundary-line change request involving Zones I and II was denied by the Commission. The petitioner, WMUR-TV Manchester, N. H., asked for rule-making to move the boundary line between those zones in order to place a greater portion of New Hampshire and Vermont in Zone II. The Commission said (Comr. John C. Doerfer abstaining) that boundary-line changes will be contemplated only when it is demonstrated that they (the lines) were drawn in error or were unreasonable; that no valid basis had been shown for disturbing the present demarcation between Zones I and II in New Hampshire and Vermont.

The following new rule-making requests have been filed with the FCC:

San Francisco, Stockton, Calif.—Add ch. 13 to San Francisco, substituting ch. 6 for ch. 13 at Stockton. Requested by ch. 32 KSAN-TV San Francisco.

Denton, Tex.—Change reserved educational ch. 2 Denton to commercial. Requested by KDNT-AM-FM Denton.

Pendleton, Walla Walla, Wash.—Delete ch. 5 from Walla Walla and assign it to Pendleton. Requested by KUMA Pendleton.

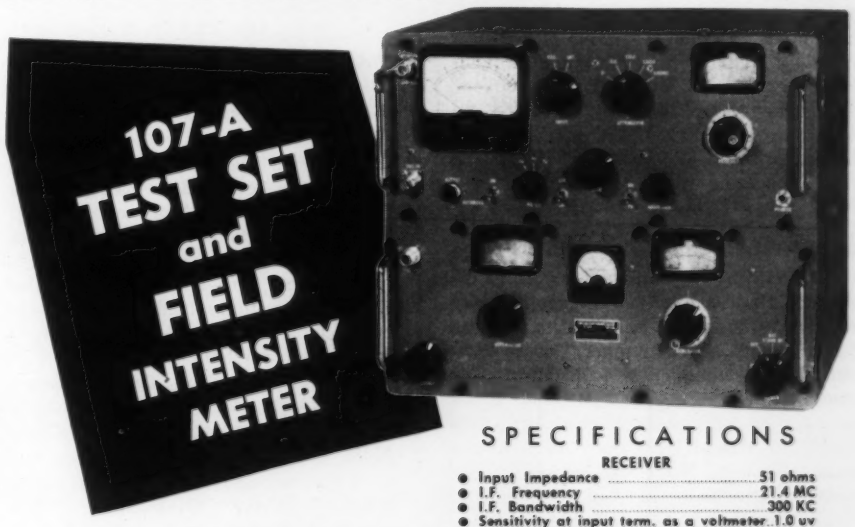
Vancover, Wash.—Assign ch. 2 to Vancouver in lieu of ch. 21 Requested by ch. 21 KVAN-TV Vancouver.

Ann Arbor, Flint, Mich.—Delete ch. 12 Flint and assign it to Ann Arbor. Requested by ch. 20 WPAG-TV Ann Arbor.

Corpus Christi, Tex.—One proposal and three alternatives were suggested by ch. 22 KVDO-TV Corpus Christi. The proposal: delete one or both Corpus Christi vhf assignments; the alternatives: (1) assign ch. 3 to Corpus Christi, deleting ch. 13 from Laredo, Tex.; (2) assign ch. 2 or ch. 13 to Corpus Christi (this would entail deleting Laredo's ch. 13), or (3) delete ch. 13 from Laredo, assign it to Kingsville, Tex., and authorize KVDO-TV to operate ch. 13 Kingsville as a satellite.

Court Denies Florida Tv Stay

REQUEST for a stay against the FCC's August grant of Jacksonville, Fla., ch. 12 to Florida-Georgia Tv Co. has been denied by a three-judge panel of the federal appeals court in Washington. The stay had been asked by ch. 36 WJHP-TV Jacksonville [B•T, Oct. 8]. WJHP has appealed the Commission refusal to condition the ch. 12 grant to prohibit construction pending the outcome of a petition to deintermix Jacksonville. WPDQ Jacksonville, unsuccessful applicant for the vhf grant, filed a petition with the FCC three weeks ago to reconsider the grant.



The 107-A Test Set and Field Intensity Meter combines in one portable unit a radio receiver of laboratory quality with metered output and an accurately calibrated signal generator. These instruments, which can be used separately for a variety of test purposes, cover a frequency range of 54 to 240 megacycles without band changing.

SPECIFICATIONS

RECEIVER

- Input Impedance ..... 51 ohms
- I.F. Frequency ..... 21.4 MC
- I.F. Bandwidth ..... 300 KC
- Sensitivity at input term. as a voltmeter ..... 1.0 uv
  - Field Strength at 54 MC ..... 1.6 uv/m
  - Field Strength at 240 MC ..... 6.5 uv/m
- Max. input using external pad supplied ..... 10.0 V
  - Field Strength at 54 MC ..... 16.0 V/M
  - Field Strength at 240 MC ..... 65.0 V/M
- Output Indicator ..... Panel meter (approx. Logarithmic scale)
- Output: 1. To operate at 1.0 milliampere recorder. 2. Audio for headphones.

SIGNAL GENERATOR

- Output ..... 1.0 uv to 0.1 V
- Output Impedance ..... 51 ohms

POWER REQUIREMENTS

- 117 volt a-c, 50-400 cycle ..... 60 watts—or
- 6 volt, d-c ..... 8 amperes

NEMS CLARKE
Incorporated
919 JESUP-BLAIR DRIVE SILVER SPRING, MARYLAND
For further information write Dept. P-1

Comments Sought by FCC On Major Revision of Rules

FIRST major revision of Part I of the FCC's Rules dealing with practices and procedures has been issued as a proposed rule-making. The Commission asked for comments by Nov. 15.

The proposed revision separates Part I into general sections and specific service sections—for broadcasting, common carrier, safety and special service, etc. It contains changes dictated by recent legislation, court decisions, commission organization, including the 1952 McFarland Act regulations, the 1951 Commission reorganization into bureaus.

The Part I revision culminates more than a year's work by a committee of 15 FCC staff members, headed by Associate General Counsel J. Smith Henley. The work was coordinated with the Federal Communications Bar Assn.

Wrestling Alliance Agrees Not to Hamper Tv Activities

THE National Wrestling Alliance, booking agency for professional wrestlers, has agreed to cease discriminating against any wrestler, booker or promoter who participates in tv studio exhibitions.

This was one of the provisions of a consent order submitted simultaneously with a Justice Dept. complaint in federal court in Des Moines, Iowa.

The government civil antitrust action against the Alliance charged NWA with maintaining a monopoly in professional wrestling. Among other charges were items regarding territorial exclusivity for bookers, blacklisting of wrestlers who accepted engagements from non-NWA members and the charge that NWA discouraged wrestlers from appearing in "studio exhibitions" for tv.

Beachview Request Denied

REQUEST for reconsideration of FCC's May 29 grant of ch. 10 Portsmouth, Va., to WAVY there, has been rejected by the Commission [CLOSED CIRCUIT, Oct. 8]. The reconsideration request was filed by Beachview Broadcasting Corp., competing applicant for the Portsmouth channel, which claimed it should have been awarded the grant. The FCC found that Beachview has raised no arguments that had not been previously considered and rejected by the Commission. The FCC awarded the grant to WAVY by a five to two vote, Chairman McConnaughey and Comr. Webster voting for Beachview [B•T, June 4].

On RFE Inspection Tour

TWO executives from the Westinghouse Broadcasting Co. along with other media executives are currently on an inspection tour of Radio Free Europe facilities in Germany, marking the first of similar visits of RFE installations by broadcasters this year and next as guests of the Crusade for Freedom. The WBC officials making the tour are Frank A. Tooke, general manager of WBZ-TV Boston and Robert H. Teter, executive assistant to the president.

20 Additional Outlets Buy New Lawrence Welk Package

TOTAL of 20 more stations have been signed by Standard Radio Transcription Services Inc., Chicago, for its new Lawrence Welk library package, according to Milton M. Blink, SRTS president. Stations buying the package between Oct. 2 and Oct. 12, were:

WVAN Altoona, Pa.; WCAX Burlington, Vt.; WMT Cedar Rapids, Iowa; KNOX Grand Forks and KSJB Jamestown, both N. D.; KMBC Kansas City; KLOG Kelso, Wash.; WFOX Milwaukee; WHMP Northhampton, Mass.; KBIM Roswell, N. M.; KGAE Salem, Ore.; KCSB San Bernardino, Calif.; KTBB Tyler, Tex.; WGAF Valdosta, Ga.; KANS Wichita, Kan.; WNAX Yankton, S. D.; KYUM Yuma, Ariz.; WNOW York, Pa.; CJCH Halifax, N. S., Canada; CJQC Quebec West, Que.

Brisson Plans Tv Try-Out

PURCHASE by Producer Frederick Brisson of Helen Howe's *Circle of the Day*, a Literary Guild book selection telling of a woman's "liberation" on her 10th wedding anniversary, was announced last week. Mr. Brisson, who several years ago made the unprecedented move of "trying out" a property on tv before converting it into a feature film, will repeat the procedure, by placing Mrs. Howe's book on CBS-TV's *Playhouse 90* early next year before casting about for a film studio.

RCA Reports Program Sales

RCA Recorded Program Services, New York, last week reported sales of *Town and Country Time* in six markets; *The World Around Us* in four markets and *The Sam Snead Show* and *Foy Willing & the Riders of the Purple Sage* in three markets each. Three markets will telecast *The World Around Us* in color, as will one market for *Foy Willing*.

Nadeau Joins RCA Division

JACK NADEAU, former WCCO Minneapolis program director, has joined RCA Recorded Program Services, Chicago, it has been announced by A. B. Sambrook, manager of the RCA division. He succeeds Hugh Grauel, who was named head of the newly-created northeast territory. Mr. Nadeau will report to central division manager William F. Reilly.

PLAYBACK

Quotes worth repeating

TAKING THE PLUNGE

Ralph Renick, news director, WTVJ (TV) Miami, addressing the Georgia Professional Chapter, Sigma Delta Chi, in Atlanta Oct. 2:

TV has long been dealing in the fringe area of local news and it is going to take some guts and know-how, some willingness for tv stations to plunge into the center of the local news picture—the eye of the storm. To air constructive stories about segregation, inefficiency at the city hall, about the crooked cop, about incompetent teachers, the miserable traffic situation caused by disproportionate share of state gasoline tax money being doled out to the rural areas at the expense of the major cities. . . .

Why can't television pin-point these major problems? Show those inadequacies and do it in a constructive way. Show possible courses of action.

To be sure, it's fun to boot the mayor in the pants at every opportunity. Some newsmen in all media have derived sadistic pleasure out of that. Many times the mayor deserves that boot, but I think it's more advantageous to the community for tv to bring the mayor into the act and constructively shove him along the path of progress with thousands of viewers observing the push being applied. . . .

[Referring to a debate with two Miami newspaper men] . . . the only real criticism they could establish against tv was the medium's lack of something comparable to a newspaper's editorial page. This is certainly a valid criticism and presents another challenge to the local station. But editorializing is an adjunct to responsible reporting. Let television get its news reporting in order first—editorializing will come as a matter of course.

TV'S POLITICAL IMPACT

Editorial in the Washington Post & Times Herald *Oct. 11:*

IT would have been difficult to watch President Eisenhower's televised appearance in Pittsburgh Wednesday night [Oct. 10] and not be impressed with the confidence, vitality and rectitude which he exuded. Adlai Stevenson's speech in Seattle may have been more thoughtful in its discussion of the problems atomic energy imposes on America and the world; but because Mr. Stevenson's Seattle appearance was not televised nationally the appeals of the two candidates could not be compared. It is worth noting again, however, that Mr. Eisenhower's warm personality radiates both to the crowds he draws and to the television audiences, whereas Mr. Stevenson's rather damp tv performances so far have failed to kindle much of a spark. This distinction is by no means a measure of the candidates or of what they stand for, but it does illustrate what is perhaps the major impact of television on the presidential campaign.

RADIO, TV OUTPUT INCREASES IN AUGUST

RETMA releases statistics on set manufacture for eight months.

FACTORY output of radio and tv sets increased in August in comparison with July, according to Radio-Electronics-Tv Mfrs. Assn. Radio production totaled 990,845 sets for August, compared to 566,697 in July and 947,634 in August 1955. Tv output totaled 612,927 sets in August, 336,931 in July and 647,903 in August 1955.

Eight-month radio production totaled 8,216,707 sets compared to 8,707,477 in the same 1955 period. Tv output totaled 4,365,060 sets, compared to 4,820,991 in the first eight months of 1955. Of August tv sets, 90,419 had uhf tuning and 43 had fm-band tuning circuits.

Following are radio and tv set production in August and first eight months of 1956:

	Television	Auto Radio	Total Radio
January 1956	558,347	519,648	1,078,624
February	576,282	437,611	1,093,506
March (5 weeks)	680,003	478,272	1,360,113
April	549,632	299,253	992,982
May	467,913	282,611	1,060,165
June (5 weeks)	553,025	296,256	1,073,775
July	336,931	198,565	566,697
August	612,927	198,087	990,845
Total	4,365,060	2,710,303	8,216,707

Both radio and tv set sales to consumers increased in August over July. Radio sales totaled 681,899 sets, compared to 576,453 in July and 456,625 in August 1955. Tv set sales totaled 566,158 in August, compared to 405,310 in July and 586,577 in August 1955.

Eight-month radio sales through retail outlets (excluding auto sets) totaled 4,694,454, compared to 3,189,608 in the same 1955 period. Eight-month tv sales totaled 3,839,718 sets, compared to 4,171,139 in the same 1955 period. RETMA reported that 2,710,303 auto radios were produced in the first eight months of the year, practically all of them being sold direct to auto manufacturers and therefore not included in retail radio sales data.

Eight-month tv set shipments to dealers totaled 3,761,116 units, compared to 4,155,541 sets shipped in the same 1955 period. Following are cumulative tv set shipments to dealers by states during the first eight months of 1956:

State	Total	State	Total
Alabama	61,487	New Hampshire	12,999
Arizona	26,098	New Jersey	126,918
Arkansas	40,222	New Mexico	13,425
California	374,299	New York	413,050
Colorado	3,794	North Carolina	82,370
Connecticut	57,212	North Dakota	10,795
Delaware	9,872	Ohio	210,656
Dist. of Columbia	33,341	Oklahoma	50,806
Florida	122,265	Oregon	41,725
Georgia	84,834	Pennsylvania	249,945
Idaho	14,495	Rhode Island	18,402
Illinois	202,322	South Carolina	37,101
Indiana	93,453	South Dakota	12,587
Iowa	41,078	Tennessee	67,295
Kansas	42,155	Texas	210,766
Kentucky	61,191	Utah	14,176
Louisiana	74,492	Vermont	9,771
Maine	22,248	Virginia	70,563
Maryland	51,164	Washington	58,835
Massachusets	110,558	West Virginia	41,675
Michigan	147,417	Wisconsin	68,332
Minnesota	52,486	Wyoming	4,132
Mississippi	36,587	U. S. TOTAL	3,751,110
Missouri	86,413	Alaska	2,129
Montana	11,597	Hawaii	7,877
Nebraska	31,435	GRAND TOTAL	3,761,116
Nevada	6,810		

Tracy to Succeed Hopkins In RCA Radio, Tv Equipment

EDWIN C. TRACY, sales manager for broadcast equipment at RCA, last week was named manager of RCA's Broadcast & Television Equipment Dept. at Camden, N. J., succeeding A. R. Hopkins, who has been appointed to the newly-created post of manager of RCA's Commercial Electronic Marketing Dept. [AT DEADLINE, Oct. 15].

Mr. Tracy will supervise all activities relating to the development, engineering, marketing and sales of RCA transmitting and studio equipment to radio and tv color and black-and-white stations, as well as closed circuit facilities.

Mr. Tracy joined RCA Service Co. as a tv engineer in 1939, and after the outbreak of World War II, was assigned to numerous field projects involving military electronics. In 1945 he transferred to RCA Broadcast Equipment as a field sales engineer, becoming field sales manager in 1950. He became sales manager three years later.

Hotpoint Predicts Future Of Television Set Sales

APPROXIMATELY 5.2 million monochrome and four million color sets will be sold in 1961 and the annual figures will rise by 1966 to a going rate of 11 million units, including 8.5 million color models, it was predicted by the Hotpoint Co. in its annual 10-year industry forecast last week.

The report placed 1956 estimates at 7.2 million units, of which 175,000 will be color. It predicted the addition of over 170 million appliances to the market in the next 10 years.

Hotpoint currently markets black-and-white receivers made by its parent General Electric Co., with emphasis on portable models, and plans to enter the color field early next year.

Increase in Color Sales Cited by Sarnoff in Phila.

INCREASE in sales of color television sets in the Philadelphia area and in other major cities in recent weeks means that color tv is "running well ahead of earlier expectations," Brig. Gen. David Sarnoff, RCA board chairman, declared last week.

Gen. Sarnoff offered this commentary during a talk he made at a ceremony held in Gimbel's Dept. Store in Philadelphia, at which he received a scroll presented on behalf of more than 200 dealers in greater Philadelphia, who participated in a "General Sarnoff color television week". During the first week in October RCA Victor dealers in the Philadelphia area accepted delivery on 1,107 RCA Victor color sets.

The scroll was presented to Gen. Sarnoff by T. F. Joyce, president of Raymond Rosen & Co., RCA Victor distributor in greater Philadelphia. The occasion also marked the opening at Gimbel's in Philadelphia of a new traveling RCA exposition, which features color tv and the latest RCA developments in electronics.

Gen. Sarnoff reported that from the first week in September through the second week of October, the rate of sales of color sets to dealers has tripled. He noted that RCA is in "short supply" of its three lower-priced models, which are priced at $495, $550 and $595.

Mr. Joyce pointed out that even more significant to Raymond Rosen & Co. than its shipment to dealers in one week of more than 1,100 RCA Victor color sets is that the company's billings in October will be "close to $2 million in retail prices." He added that the value of the color receiver sales exceeds that of black-and-white sets in the Philadelphia market and said his company "looks forward with confidence to selling more than 50.000 RCA Victor color television receivers in 1957."

Stanton, Lawrence New Rand Corp. Trustees

DR. FRANK STANTON, president of CBS Inc., and Prof. Ernest O. Lawrence, director of the radiation laboratory of the U. of California and inventor of the Lawrence chromatic color tube, last week were elected trustees of the Rand Corp., Santa Monica, Calif., a non-profit, organization engaged in research for the U. S. Air Force and the Atomic Energy Commission.

Dr. Stanton, who joined CBS in 1935 as a member of the network's research staff for audience measurement, is a fellow in the American Assn. for the Advancement of Science and the American Psychological Assn., and chairman of the Ford Foundation-sponsored center for Advanced Study in the Behavioral Sciences.

Prof. Lawrence, winner of the 1939 Nobel Prize in physics, has been honored for his research on the structure of the atom by many leading universities and scientific organizations in the U. S. and abroad. He has worked with the Atomic Energy Commission and the Office of Scientific Research and Development, being particularly active in the application of physics to biology and medicine.

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Ziv's New Star-Spangled Rating Winner
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11, 12, 13

MANUFACTURING PEOPLE

Frank Newman, advertising and promotion manager, DuMont Labs, Clifton, N. J., to merchandising manager, Arrow Metal Products Corp., Haskell, N. J.

Joseph H. Loughlin, supervisor of product engineering, Sylvania Electric Products' Divisional Plant, Seneca Falls, N. Y., to newly-created position of division coordinator of product engineering, Sylvania's Television Picture Tube Div. **Raymond D. Griffiths,** former field sales manager, Electronic Systems Div., Sylvania Electric Products, returned to Sylvania as technical liaison manager of Waltham, Mass., labs. He left Sylvania last year to join National Co., Malden, Mass., as director of government contracts. **Richard M. Klein,** with Sylvania Electric Products Inc., N. Y., for 10 years, appointed product engineering manager Sylvania's Electronic Product Sales Dept.

E. Finley Carter, associate director of Stanford Research Institute, Menlo Park, Calif., appointed director.

Donald Koijane, Air Force electronic engineering officer, Rome Air Development Center, Griffiss AFB, Rome, N. Y., to Prodelin Inc., Kearny, N. J., (antenna systems, towers and transmission lines), as company's technical service engineer.

MANUFACTURING SHORTS

Gates Radio Co., Quincy, Ill., announces purchase of new model BC-50B 50 kw broadcast transmitter by XET (TV) Monterrey, Mexico.

RCA Broadcast & Equipment Dept., Camden, N. J. announces development of auditorium-sized compatible color tv system, capable of producing images up to 4½ x 6 ft., for 500-man audience.

Atlas Sound Corp., Brooklyn, N. Y., has issued Bulletin 756 describing applications of three new broadcast equipment items—microphone foot switch and two microphone stands.

General Precision Laboratories Inc., (broadcast electronics equipment), Pleasantville, N. Y., reports construction started on firm's new engineering building.

Magnetic Shield Div., Perfection Mica Co., Chicago, introducing non-sensitive, non-retentive containers designed to preserve tapes indefinitely.

Mid-Continent Distributing Co., Sioux Falls, S. D., has been franchised as distributor in Sioux Falls area of high-fidelity and tv equipment for Sylvania Electric Products Inc., N. Y.

Admiral Corp. announces $5-$10 price increase on line of television bases, attributable to higher labor and material costs.

Bell & Howell Co., Chicago, announces new TDC electric changer for converting manual projectors into automatic models. Firm claims changer is first completely integrated unit and permits operator to change slides by pressing button. Changer retails for $33.50. Together with Headliner 303 projector, price is $83 with case, changer and federal excise tax included.

RCA Service Co., Camden, N. J., announces publication of illustrated reference book designed as a quick reference book for technicians servicing new RCA Victor 700 series color tv receivers. Titled "The 700 Series Color Tv Receivers," book contains 148 photographs and diagrams. Book details set-up procedure and methods enabling servicemen "to analyze, localize and easily correct any malfunction that may occur" in color tv sets. Copies are given free to each serviceman attending color tv workshops and clinics sponsored by RCA throughout nation. Additional copies may be obtained from Commercial Service, RCA Service Co., Camden 8, N. J., or from local RCA distributor.

Fretco Inc., Pittsburgh, Pa., announces new battery-powered diode and transistor tester which measures and tests characteristics of diodes, PNP and NPN transistors. Described as "economically low priced," the tester comes complete with test leads.

RCA reports shipment of 12-kw transmitter to WHYY (TV) Philadelphia (ch. 35), non-commercial educational station.

THE L B Wilson STATION WCKY CINCINNATI OHIO

In Cincinnati—
Get All Four

Personalities
Ratings
Audience
Power

50,000 WATTS OF SALES POWER
BUY WCKY . . . INVESTIGATE TODAY

THE L B Wilson STATION WCKY CINCINNATI OHIO

Hill & Knowlton Inc. Opens Headquarters in The Hague

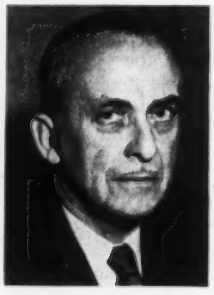
HILL & KNOWLTON Inc., New York, which lays claim to being the world's largest public relations firm following absorption last year of Robinson-Hannagan Assoc., has announced a first link in a proposed international public relations "network" by opening the headquarters of Hill & Knowlton International N. V. in The Hague, Holland.

Hill & Knowlton services a host of "blue-chip" clients such as Avco Mfg. Co., Procter & Gamble, and Studebaker-Packard Corp., which recently joined forces with Curtis-Wright Corp., and the Daimler-Benz (Mercedes-Benz) Autowerke of Stuttgart.

Along with headquarters in The Hague, H & K International will maintain offices in Dusseldorf, Germany, and Sydney, Australia. Public relations firms associated with H & K will be in Brussels, The Hague, London, Toronto, Wellington (New Zealand), Stockholm and Paris. J. Carlisle MacDonald, former public relations director of U. S. Steel, will be H & K's senior European consultant and will headquarter in Paris. General manager of the new international division will be Loet A. Velmans, H & K's former Dutch representative. Edward W. Barrett, former assistant secretary of state and head of Barrett & Assoc. (also a H & K branch) and now dean of Columbia U's graduate journalism school, will serve on the board.

Frank Burke, 61, Dies

REQUIEM mass was held Thursday in Pleasantville, N. Y., for Frank Burke, 61, editor and vice president of *Radio Television Daily,* who died of cancer last Monday at the Hospital for Joint Diseases in New York.



MR. BURKE

Before becoming editor in 1943, Mr. Burke had been active in various capacities affecting radio-tv and allied fields. After a start as a newspaperman in the midwest, Mr. Burke entered the field of public relations, serving with RKO, MCA, later as personal manager for the comedy team of Olsen & Johnson and Don McNeill, and as head of the Paul Whiteman office.

Surviving are his widow, Clara, a daughter, Mary Louise, two sisters and a brother.

Dobin Heads Bar Committee

PAUL DOBIN, associated with the Washington law firm of Cohn & Marks and former chief of the FCC Broadcast Bureau's Rules & Standards Div., has been named chairman of the communications committee, administrative law section of the American Bar Assn. He succeeds Washington attorney George S. Smith, Segal, Smith & Hennessey.

CS&I Names Nelson V.P.

GEORGE NELSON, veteran New York publicist and former metropolitan newspaperman, has joined Cleary, Strauss & Irwin as vice president in charge of eastern operations. He will headquarter at the public relations firm's New York office, 550 Fifth Ave. Mr. Nelson is former news editor for the Office of War Information and Voice of America. He also was associated with United Artists and later handled publicity activities for such tv programs as *Medic, Frontier,* and *Playwrights '56.*

PROFESSIONAL SERVICE PEOPLE

G. Paul Crowder, former part owner, WCOR Lebanon, Tenn., joins Paul H. Chapman Co., Atlanta, Ga., station brokers.

Dan S. Blumenthal, with David O. Alber & Assoc., N. Y., since 1952, has been elected vice president, Mr. Blumenthal will supervise the public relations firm's industrial division.

MR. BLUMENTHAL

Leon Kafka, formarly with pubicity firm of George Schreier Assoc., N. Y., has joined the staff of Brandt Public Relations, same city.

Elizabeth P. Taber, advertising and public relations executive, has announced establishment of new office, "Opportunity Unlimited", at 21 W. 45th St., N. Y. Office specializes in placement of advertising, public relations and publishing personnel.

John W. McGuire, sales manager, syndicate film div., Motion Pictures for Television Inc. (MPTV), to marketing vice president, George W. Fotis & Assoc., N. Y., management consultant firm.

PROFESSIONAL SERVICES SHORTS

WDAS Philadelphia, Pa., appoints Robinson, Adelman & Montgomery Inc., same city, for public relations and promotion.

KDAL-AM-TV Duluth, Minn., appoints Phil Dean Assoc., N. Y., to handle public relations.

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EDUCATION

Broadcasters' Drive to Aid North Carolina U. Division

CAMPAIGN to raise funds among broadcasters and others for the U. of North Carolina's Div. of Communications has been voted by the Broadcasters Foundation of N. C. Inc., comprising state broadcasters.

Harold Essex, WSJS-AM-TV Winston-Salem, foundation president, said plans for the drive will be drawn up at the Nov. 1 meeting of N. C. Assn. of Broadcasters at Sedgefield Inn., Greensboro. Other foundation directors are Richard H. Mason, WPTF Raleigh; J. Frank Jarman, WDNC Durham; John Bone, WNAO-TV Raleigh; William Page, WLES Kinston; Earl J. Gluck, WSOC Charlotte; Edmund H. Smith Jr., WIRC Hickory; Robert M. Wallace, WHOS Shelby; Cecil B. Hoskins, WWNC Asheville, and Earl Wynn, director of the UNC Communication Center.

ETRC Puts Into Operation 'Extended Services' Plan

UNDER a new "Extended Services" plan, resources of national educational television are being made available to wider audiences, it was announced last week by the Educational Television & Radio Center, Ann Arbor, Mich.

The center regularly services the 24 noncommercial educational television stations now in existence.

Now, according to George L. Hall, director of development for the center, its programs are being offered to educational groups for sponsorship over commercial outlets. The programs are offered on a non-commercial basis, he added, with no advertising permitted.

S. F. State Gets Grant

SAN FRANCISCO State College's tv teaching project and its extension into the field of science has received a grant of $192,000 from the Fund for Advancement of Education, Dr. J. Paul Leonard, college president, has announced. The grant brings funds given for this purpose to $317,000. The college is conducting a research program to determine if tv can be used to supplement regular classroom lectures in selected subjects.

EDUCATION PEOPLE

Dr. Harry Heath, Iowa State College, Ames, Iowa, appointed chairman of National Council on Radio & Television Journalism. **Donald E. Brown,** news director of WILL Champaign, Ill., to executive secretary.

Michael J. Ambrosino, former radio-tv supervisor, U. of Connecticut's Communications Div., to newly created position of assistant operations director, WGBH-TV Boston, ch. 2 educational station.

Martin J. Maloney, associate professor of radio-television at Northwestern U., signed for new 13-week series, *Understanding Semantics,* on WTTW (TV) Chicago, noncommercial educational station.

AWARDS

Brand Names Contest Opened

OPENING of competition for the 1956 retailer-of-the-year award, the ninth such contest, has been announced by Henry E. Abt, president of Brand Names Foundations. The award will be presented to the outstanding U. S. retailer at the Annual Brand Names Day Dinner, May 3, 1957, following screening by a panel of 24 judges, comprised of last year's first place winners in the various retailer categories.

Standard entry forms may be ordered from the Foundation at 437 Fifth Ave., New York, and entries, attached to sample tear sheet advertisements, radio jingles, television mats, must be received by BNF by Jan. 14.

AWARD SHORTS

Allen Wannamaker, vice president-general manager, WBIG Greensboro, N. C., presented with miniature statuette for service to state's 12 Boy Scout Councils.

KYW-TV Cleveland, for *Juvenile Justice* series, received Cleveland Police Dept. safety award and Freedom Foundation George Washington Medal.

KABC-TV Los Angeles cited for seven years of community service in resolution adopted by Los Angeles City Council.

Anne Hayes, director of women's activities, KCMO-AM-FM-TV Kansas City, Mo., awarded citation from President's Commit-

tee on Employment of the Physically Handicapped for her efforts in promoting employment of physically handicapped.

WJAR-TV Providence, R. I., awarded Golden Anniversary Medallion of Boys Club of America for station's programs in behalf of Boys Clubs in station's area.

KFAL Fulton, Mo., awarded citation by Fulton City Council for publicizing issues affecting proposed extension of municipal power plant facilities. The extension was voted favorably in special bond issue election Sept. 25.

Warren Hull, m.c., and **Walt Framer,** producer, *Strike It Rich,* presented citation for helping physically handicapped obtain employment. Citation was presented by Thomas D'Arcy Brophy, Kenyon & Eckhardt board chairman, who represented President's committee in behalf of "Employ the Physically Handicapped Week."

John H. Battison, general manager, KAVE-AM-TV Carlsbad, N. M., honored by Gov. John H. Simms with appointment as colonel, *aide-de-camp,* on governor's staff.

Nikola Tesla, inventor in electronics and other fields, honored posthumously by American Institute of Electrical Engineers, during fall general meeting, Chicago. **Dr. Frederick E. Terman,** dean of engineering, Stanford U., also honored with institute's first Member-for-Life medal. **Dr. Charles F. Kettering,** inventor, was presented with first Kettering Award, to be presented annually to outstanding engineer in one of several engineering fields.

Patty Cavin, newscaster, WRC Washington, D. C., presented with citation from Army Times Publishing Co. by Asst. Secretary of Navy Albert Pratt, in recognition of her *Salute* series of programs, reporting on military manpower in all branches of the Armed Forces.

William Winter, ABC news commentator, former broadcaster for O.W.I. during World War II, decorated at ceremony in Manila with Philippine Order of Legion of Merit by President Ramon Magsaysay. Mr. Winter's citation was for aid to guerilla movement headed by Mr. Magsaysay during Japanese occupation in World War II.

Clarence Worden, public affairs director, WCBS-TV New York, presented with special citation from New York U.'s president, Henry T. Heald, recognizing station's "distinguished service to education through public service television programming." In past four years, five programs have been produced by NYU in cooperation with WCBS-TV.

Walt Disney's Disneyland program on "Antarctica—Past & Present" (ABC-TV, Sept. 12, 7:30-8:30 p.m. EDT), cited by Chief of Naval Operations Adm. Arleigh Burke, for ". . . excellent portrayal of Antarctica and the part the U. S. Navy is playing in solving the mysteries of this extremely important area . . ."

CBC Head Comes Out For Video Competition

Dunton tells Royal Commission that major communities now are ready for competitive station operation, but specifies that CBC should have one station in all two-station cities.

MAJOR Canadian cities now are ready for competitive television station operation, A. D. Dunton, chairman of the board of governors of the Canadian Broadcasting Corp. told the Royal Commission on Broadcasting at Ottawa a fortnight ago. Dunton told the commission that privately-owned tv stations would have to meet certain program requirements including a substantial Canadian content and that one of two stations in a city should be a CBC station.

Commission chairman R. M. Fowler disagreed with Mr. Dunton's latter view. He remarked that "the viewer doesn't care whether it's CBC or private." The point was that the people wanted a choice of tv stations, he added.

Mr. Dunton said that it would be better to have a CBC station in each viewing area, so as to enable the CBC better to get its national service programs to the country. He suggested that second stations would be economically feasible now at Vancouver, Edmonton, Calgary, Regina, Winnipeg, Toronto and some other cities in southern Ontario, and Montreal.

The CBC chairman suggested that in rich tv territory such as Toronto, where CBC now has the only station, the second station could also be owned by the CBC and rented out to private operators, or it could be owned by a non-profit community organization that would plow back profits into production of live Canadian programs.

Program Control Rights

Mr. Dunton indicated that the CBC board of governors would not object to some other regulatory body making general regulations, but felt that CBC should have control over networks to distribute its national programs.

J. A. Ouimet, CBC general manager, told the commission that the CBC hopes tv coverage will be extended to another 10 per cent of the population with a reasonable expenditure. This would give coverage to 90 per cent of the population. About $11,000,000 would be required to bring this extra 10 per cent of the population within tv coverage. Regarding color tv, Mr. Ouimet said Canada cannot lag behind the United States once color tv gets well underway south of the border. He felt this would be before year-end. Once CBC gets finances, it would take about six months before CBC could transmit color network shows from the United States, and between one and two years before CBC could produce and transmit its own color programs.

The Canadian Labor Congress earlier recommended to the Royal Commission on Broadcasting that the Canadian Broadcasting Corp. take over some of the profitable independent radio and television stations in order to boost CBC financing.

The labor brief also proposed that CBC establish two Canadian tv networks on the grounds that private broadcasters cannot finance a national tv network. Only the Canadian federal treasury can do this, the Oct. 2 labor brief intimated. It suggested annual parliamentary grants to the CBC of up to $120,000,000, with an immediate start of a $60,000,000 grant for tv development. The Labor Congress stated that even if private broadcasters could finance a national tv network, it would oppose the idea, on the grounds that private stations would draw heavily on United States programs.

The Canadian Assn. of Radio and Television Broadcasters filed a supplementary brief with the Royal Commission, refuting some of the statements made in the first Canadian Congress of Labor brief presented last spring. The CARTB brief stated that "we find the CCL and affiliated briefs supporting it to be merely forthright advocacies of complete nationalization, unsupported by argument, unrepresentative of the views of membership, inconsiderate of the public interest while promoting union interests. They misrepresent the legitimate requests of private broadcasters, make false charges of monopoly control by private interests while urging government monopoly in union interests. Their criterion has been 'what is good for the union leaders?' rather than 'what is best for the Canadian public?' "

Appendices to this CARTB supplementary brief included surveys made by Gruneau Research Ltd., Toronto, in July "to obtain opinions and attitudes of labor union members to radio and television broadcasting, with particular reference to CBC stations and privately-owned stations; and to ascertain the awareness and knowledge of union members of the Canadian Labor Congress brief to the Royal Commission on Broadcasting". This survey showed that 86.4% of the union membership in the city of Hamilton, Ont., where the survey was taken, did not know that the CLC was making a presentation to the Royal Commission.

Britain's ITA Praised

"THERE can be no doubt about the answer. Independent television has won the approval of public and advertisers."

So says the London *Sunday Dispatch* in a recent front-page editorial in praise of International Television Authority (ITA), Great Britain's commercial tv, on its first anniversary.

"The former critics of ITA—at any rate those of them who are amenable to facts—acknowledge that it has justified the hopes and expectations entertained of it, while its immovable opponents are at least forced to admit that it has bucked-up the BBC," the editorial continues, adding that "there is no greater stimulus to improvement than a rival in the field."

Normandie Productions Ltd. Names Canadian Directors

NORMANDIE PRODUCTIONS Ltd., Toronto, Ont., Canadian affiliate of Television Programs of America, New York, has announced names of its first Canadian directors. They are E. A. Weir, until his retirement commercial manager of the Canadian Broadcasting Corp., Toronto; J. D. Mingay, vice president of McCurdy Radio Industries Ltd., Toronto, and Donald H. McTaggart, Toronto lawyer. Appointments were announced by Vincent Melzac, president of Normandie Productions and vice president of TPA for international affairs.

Normandie Productions is currently filming near Toronto the first Canadian commercial tv film series, 39 episodes of the *Last of the Mohicans*, based on the famous James Fenimore Cooper novel. Lon Chaney and John Hart, Hollywood actors, star in the film, which has a Canadian supporting cast. World rights and sales are jointly held by Normandie Productions and CBC, and sales are to be made in the United States by TPA. The film series has already been sold to British Independent Television Productions for telecasting on commercial stations in Great Britain.

MR. MINGAY MR. WEIR

TPA and Normandie Productions estimate the series will cost in excess of $1 million. Exterior film shooting is being done on a 120 acre estate east of Toronto, where there are numerous stands of heavy pine, while studios shots are being made at Audio Pictures, Toronto.

Expansion Program Urged At NABET Canadian Meet

AN EXPANSION program including building of bigger strike funds was urged at the triennial convention of the National Association of Broadcast Employes & Technicians (NABET) at the King Edward Hotel, Toronto, Ont., a fortnight ago. The 80 delegates, representing 5,000 radio and television employes in Canada and the United States, also urged jurisdictional arrangements be worked out with other unions representing workers in these fields.

NABET's convention went on record with a warning to NBC, ABC and the Canadian Broadcasting Corp. that it would call a strike if necessary to protect its members from unemployment brought about by automation. Delegates directed their wrath against "slave" cameras and remote controlled transmitters which permit one technician to take over a number of jobs.

"We're not standing in the way of progress but steps have to be taken to cushion the changes that are coming through some form of reduced hours and a more equitable share of the savings resulting from automation," the NABET convention statement added.

Another resolution calls on all NABET members to resist any attempts to feed programs to stations where employes are on strike. Other motions called for the promotion of more live radio and tv broadcasts, increased participation in political action and the setting up of a committee to investigate the effects of automation. Merger arrangements were made with the Canadian Association of Radio Artists.

George W. Smith, Chicago, was elected international president for a three year term, with Eugene Klumpp as international vice president.

New Regulations Established For Broadcasting in Colombia

RADIO-TV audiences in Colombia will not see or hear (a) broadcast accounts of earthquakes, (b) interviews, (c) soap operas or serials, (d) bloodshed—unless they are "officially approved by the Colombian government. So reported United Press in news accounts of a new set of regulations issued by the government through Radiodifusora Nacional de Colombia as applied to all radio and tv programs.

Among the taboos: to devote more than 20% of a given program's duration to commercials, to hire more than 20% non-Colombian actors or actresses appearing on dramatic shows, to play less than 25% popular Colombian music, and to air jokes, puns or *double-entendres* that might offend the "dignity of civil, military or church officials." No reports of earthquakes, the report goes on, can be broadcast "unless they are official." No personalities, "either native or foreign," may be interviewed without official government sanction. No reports of "bloody or sexual crimes" may be aired. Soap operas and like material must be screened and approved before being broadcast. Positive note: stations "must" air weekly programs designed to spread knowledge of Colombian history and geography.

Scottish Television Names Purdy Executive Producer

RAI PURDY, Toronto radio producer and for the past six years with CBS at New York as a television producer, is to be executive producer of Scottish Television Ltd., Glasgow. Board chairman of Scottish Television is Roy Thomson, former owner of CKGB Timmins, Ont., CFCH North Bay, Ont., and CJKL Kirkland Lake, Ont., and partner in CHEX-AM-TV Peterborough, Ont., and CKWS-AM-TV Kingston, Ont.

Jack Davidson, managing director of the Thomson Canadian radio and tv interests, has been in Glasgow with Mr. Purdy and Bert Cobb, chief engineer of CKWS-TV, setting up arrangements to start the Scottish Television Ltd. One of the largest theatres in Great Britain has been purchased by the Thomson group for conversion into the main tv studio at Glasgow. Productions of Scottish character will be produced for the Independent Television Authority there and fed to ITA stations at London, Manchester, Birmingham and York. Programming is to start in September 1957.

RCA, NBC Have Interest In Welsh Tv Applicant

RCA and NBC may have a role in programming British commercial television if an applicant in which they have a minority interest is approved.

They have a 20% interest in a Welsh company that has applied to Britain's Independent Television Authority for a license to supply the programming and sell time for a commercial station in Cardiff, Wales. Some fourteen other applications have been received by ITA and a decision may be forthcoming by the end of the month.

RCA has acquired 15% and NBC 5% of Welsh & Western tv stations, with various British and Welsh interests holding the remaining shares in company. If the bid by the groups is successful, RCA is expected to provide technical assistance and NBC supply part of the programming.

Davies Seeks Wales Tv

SENATOR W. Rupert Davies, majority-owner of CKWS-AM-TV Kingston, Ont., and CHEX-AM-TV Peterborough, Ont., has applied for a commercial television contract for Wales under the British Independent Television Authority. His partner in the CKWS-AM-TV operations, Roy Thompson, Canadian chain station and newspaper operator, has the ITA contract for Scotland [B•T. June 25]. The Welsh ITA transmitter will be located near Cardiff.

CFPL-TV Goes on Top Power

CFPL-TV London, Ont., on Oct. 8 began telecasting with 325 kw video and 195 kw audio on ch. 10. Power was stepped up from 117 kw video and 59.6 kw audio. Antenna remains at 576 feet. This makes CFPL-TV the second Canadian station to use maximum power allowed; the other is CKLW Windsor-Detroit.

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Ziv's New Star-Spangled Rating Winner

SEE PAGES 11, 12, 13

WBIR-TV NEWSPAPER PLUGS

AS one means of promoting its tv shows at minimum cost, WBIR-TV Knoxville, Tenn., is authoring a tv column, "Tv Topics," which is published in newspapers within the station's coverage area. WBIR-TV points out that it is able to plug about 14 of its weekly shows for approximately $5 in the weekly papers and $8 in the dailies, and thereby obtain publicity which would cost much more as paid advertising. When WBIR-TV sells a local show, the entire column is devoted to that show and its sponsors, gaining publicity for all concerned—station, program and sponsor.

KSTP-TV 'STAR' CONTEST

KSTP-TV St. Paul has launched new "Speak to the Stars" contest on its *Treasure Chest* program, aired Monday-Friday. Viewers are invited to send the station a postcard indicating which NBC-TV star he or she would like to speak with and two questions to be asked of the star. Five winners were chosen and each has the opportunity to talk long distance to the star of his choice Oct. 29. Contest closed Oct. 17.

ROVING REPORTER TO RETURN

DOROTHY FULDHEIM, news analyst for WEWS (TV) Cleveland, is to return this month from a 13,000-mile news gathering venture, which has taken her to such world news centers as Cairo, Cyprus, Paris and London. Miss Fuldheim is being accompanied by Don Perris of the WEWS news and special events department, who is assisting in photographic coverage. News reports and films are flown to Cleveland for programing to WEWS viewers.

CKAC GOES AFTER AUDIENCE

CKAC Montreal, Que., keeps in touch with its listeners even when they go away for holidays. This past summer CKAC arranged with WGAN Portland, Me., to carry a daily five-minute French-language newscast, sponsored by CKAC, to keep Montreal French-speaking Canadians vacationing in the Portland area in touch with home news. Arrangements are now being made by Phil Lalonde, manager of CKAC, to do the same this winter in Miami, Fla., with a local station there.

WHLI EMERGENCY BROADCASTS

FOR the ninth straight year, WHLI Hempstead, N. Y., has made arrangements with more than 300 public, private and parochial schools in Long Island, as well as about 30 industrial plants, to broadcast public service emergency announcements during the winter months. The announcements will concern the closing of schools during inclement weather and latest weather reports and traffic conditions, and will be featured on WHLI's *Commuters Time* program (Mon.-Fri., 7-9 a.m.).

WIBW-TV WEATHER PROMOTION

AS a tie-in with its sponsorship of 10:40 p.m. weather reports on WIBW-TV Topeka, Kan., McEntire Brothers Inc. of that city, makers of Sylcon sleeping products, is sending to its dealers a "rain predictor," a blotter-sized card containing a chemically-treated insert that is blue in fair weather and turns red when rain is imminent. Called "Yikitty-Yak's Rain Predictor"—calling attention to the cartoon character on the WIBW-TV weather program—the card points out "The weather changes—but you can always rest luxuriantly on Sylcon sleep products." The cards, for distribution to prospective Sylcon buyers, tie in dealer, product and WIBW-TV.

FAVORS FOR 4-A'S

NEWSREEL movies of all activities during the 4-A western region convention at Coronado, Calif., were filmed by KFMB-TV San Diego and shown to the agency group Oct. 9. It was the second year KFMB-TV staged the promotion. KFSD-TV San Diego provided free the services of a hotel secretary to all conventioneers who wished to dictate letters or memos before returning to their offices while XETV (TV) Tijuana sent its "Cover Girl" movie hostess to the Oct. 8 banquet to pin carnations on all male lapels. KBIG Avalon, Calif., originated its daily Stu Wilson record show from front lawn of the hotel using its Volkswagon mobile studio.

KFEQ MARKET STORY

TO satisfy timebuyer demands for fuller market information, Simmons Assoc., New York, which began servicing KFEQ St. Joseph, Mo., as station representatives Oct. 1, has issued what the station's new management "confidently believes . . . to be . . . one of the most complete sets of information put in the hands of the buying trade." The market data, broken down into programming logs, descriptions of each program, a "farm fact-sheet" and a "station profile," is currently being mailed to timebuyers throughout the U. S.

WOL ADOPTS GOOD MUSIC

TEN sponsors have been signed for a new WOL-AM-FM Washington program titled *Good Music Time*. Paul Hume, *Washington Post* music critic, will start 21 hours of weekly music including orchestra, choral, operatic and folk selections. Henry Rau, WOL president, said the station is endeavoring to satisfy "the thirst for good music on the air in the Washington area" following a change in competitive programming. The program will be heard daily, 9 p.m.-midnight.

WHAS' 'CAMPAIGN TRAIL'

ACTIVITIES of the four Kentucky senatorial hopefuls are being covered by WHAS Louisville in a Monday-Friday 15-minute program titled *Campaign Trail*. The station is utilizing four additional newsmen, a total of nine, to keep on top of political developments via phone recordings, live commentaries and electronic transcriptions from wherever the candidates happen to be. The station is also covering the Indiana political picture, too, since about 23 of that state's counties are in the WHAS primary area. *Campaign Trail* began Oct. 1 and will continue right up to election day, Nov. 6.

'LUCKY BREAK' IN DALLAS

KNOWING your own voice pays off in Dallas, Tex. WFAA Dallas has started a "Lucky Break Contest," which provides listeners an opportunity to record their voices and later identify them over the air for cash prizes. The first winner of the contest was Mrs. S. F. Rifenburg, who received a check for $100 for identifying her voice.

MOORE-PATTERSON ON NBC-TV

SIMULCAST of the Archie Moore-Floyd Patterson 15-round heavyweight championship bout Nov. 30 at Chicago (Ill.) Stadium will be broadcast by NBC-TV and NBC Radio beginning at 10 p.m. EST.

ANDREWS, WERDEL ON CBS-TV

CBS-TV Public Affairs Dept., continuing its policy of granting free time to minority parties, was scheduled last Saturday to carry the acceptance speeches of T. Coleman Andrews and Thomas H. Werdel, presidential and vice presidential candidates of the National Committee for Andrews and Werdel (or State's Rights Party). Nominations were made Oct. 15 in Richmond, Va., and filmed speeches were aired at 5:30-6 p.m.

KOA FINGERS FORGERS

DENVER BUSINESSMEN's gain is the check forgers' loss, now that KOA Denver is conducting a regular tracer service. The station alerts Denver weekdays at 1:05 p.m. on stolen or forged checks reported to the office of the city district attorney. Complete descriptions and numbers of stolen checks are given, along with the time and location of the burglary. Local businessmen are asked to call the D.A.'s office if someone attempts cashing a check like one described on the air. That local merchants are pleased is attested by Cal P. Pond, manager of the Denver Retail Merchants' Assn. who said in his column in the *Denver Post*, "KOA is to be complimented on adding it (the D. A.'s check report) to their programming."

BARTELL'S SMILING NEWS

SOME TEN MILLION faces are calculated to wear smiles as a result of the Bartell radio-tv stations' Optimistic Week promotion. All stations will open newscasts the week of Nov. 11 with:

"This is National Optimist Week, and WAKE, Atlanta's happy station, opens this newscast on a note of optimism."

From this point on, each will go into a light or optimistic news item. Stations in the Bartell group are WAPL Appleton, WMTV Madison, WOKY Milwaukee, all Wisconsin, as well as WAKE, KRUX Phoenix, Ariz., and KCBQ San Diego, Calif.

SHOW MUST GO ON

RADIO'S adaptability as a news medium was demonstrated during an interview conducted with Rep. Adam Clayton Powell (D, N. Y.) speaking from a telephone booth at the Newark Airport. Rep. Powell was scheduled to appear on WLIB New York's *The Editors Speak* program on Oct. 13 (Sat., 11:30-12 noon EDT), but on Oct. 11 the Congressman issued his statement in support of President Eisenhower and he subsequently was asked to make several trips outside of New York in connection with his new political stand. WLIB made arrangements with Rep. Powell to meet him at Newark airport on Oct. 12, installed him in a telephone hooked up with the station's switchboard and recorded the half-hour *Editor Speaks* show. Rep. Powell caught a plane at the airport, and WLIB carried the program the next day, as scheduled.

PENNIES FROM WGN-TV

QUESTION-and-answer quiz game, titled *The 50,000 Penny Jackpot*, is new addition to weekly program schedule of WGN-TV Chicago under sponsorship of Cadillac Heating of Chicago (Sun., 2:30 p.m.). Children up to and including 14 years of age may win 50,000 pennies ($500) by correctly answering a series of 10 questions. First correct answer is worth 100 pennies and succeeding questions offer opportunity for contestant to build sums in succeeding weekly appearances. Questions are selected on basis of youngster's age by representatives of Chicago Board of Education, Catholic School Board and Board of Christian Education. Feature of program is that contestant enters "rocket ship" after first two questions. If he or she answers seven correctly, they return following week for eighth and ninth questions (good for 12,500 and 25,000 pennies) and again for jackpot, providing they obtain parents' permission, a requisite for entering contest.

THIS JUNKET ADMITTEDLY WAS FOR LAUGHS

A SPECIAL "campaign train" sponsored by KDKA Pittsburgh and touting "Carman Monoxide" for President travelled a tri-state area a fortnight ago with 750 paying supporters aboard.

What started out as an on-the-air gag to fill time for vacationing members of KDKA Radio's Cordic and Co., disc jockey outfit, gained solid substance, judging by the throngs that visited the train at its various stops. Previous to the whistle-stopping jaunt, KDKA gave all-day salutes to the seven towns on the tour.

On the day of the tour, Monoxide (Bob Trow) and his chief supporters, Rege Cordic, campaign manager; Baldwin McMoney (Sterling Yates), treasurer; and Col. Beauregard J. Cornpone (Karl Hardman), Southern supporter, spent most of the day on a gondola attached to the rear of the train. This was Carman's "platform."

CARMAN MONOXIDE campaign train pulls into West Newton, Pa., first stop on the 300-mile whistle-stopping junket.

WVNA KEEPS UP WITH TIME

A "timely" promotion is being used by WVNA Tuscumbia, Ala., to keep motorists informed of the station's services and location on the dial. WVNA, an independent daytimer, is employing an electric clock-sign on U. S. Highway 72 to continually remind passing motorists that WVNA is "1590 on your dial" and "the station of the day." The sign gives the time in electric light numbers, which change every minute. The signboard is five-colored and is effectively pointed up at night by alternating incandescent and ultraviolet light.

NEW SHOW SLATED FOR NBC-TV

NBC-TV will introduce a live audience participation show, *The Price Is Right* (Monday-Friday, 10:30-11 a.m. EST), starting in late November. The new series is a Goodson-Todman production and will replace *NBC Bandstand* in that period.

NBC SPOT SALES PROMOTION

"SOMETHING EXTRA" in way of community service is the theme of NBC Spot Sales' latest presentation—a collection of double-truck magazine advertisements telling how the stations represented by NBC Spot Sales best served their community by "leadership" in color, sales and public service programming. The comprehensive presentation is labeled: "When It's Leadership That Counts . . ."

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that has never been told!
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Ziv's New Star-Spangled Rating Winner
SEE PAGES 11, 12, 13

Station Authorizations, Applications

(As Compiled by B • T)

October 10 through October 17

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary through Oct. 17

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,936	3,071	159	320	131
Fm	522	545	36	12	1

FCC Commercial Station Authorizations

As of September 30, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,911	517	204
Cps on air	47	10	303
Cps not on air	106	19	113
Total authorized	3,064	546	620
Applications in hearing	177	2	126
New station requests	276	9	54
New station bids in hearing	122	0	76
Facilities change requests	151	3	32
Total applications pending	875	98	401
Licenses deleted in September	0	1	2
Cps deleted in September	1	1	1

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through Oct. 9

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	374	91	465[1]
Noncom. Educational	17	5	22[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	333	315	648[1]
Noncom. Educational	23	21	44[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,027	337	802	562	1,365[3]
Noncom. Educ.	62		35	27	62[4]
Total	1,089	337	837	589	1,427[5]

[1] 173 cps (33 vhf, 140 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 695 already granted.

New Tv Stations . . .

ACTIONS BY FCC

Missoula, Mont.—Application of **Western Montana Assoc.** for new tv dismissed at request of attorney. Announced Oct. 17.

Denton, Tex.—Application of **Harwell V. Shepard** seeking new tv returned (not acceptable for filing until ch. 2 should be assigned to Denton). Announced Oct. 16.

Arlington, Va.—Northern Virginia Broadcasters Inc. granted uhf ch. 20 (506-512 mc); ERP 676 kw vis., 339 kw aur.; ant. height above average terrain 550 ft., above ground 439 ft. Estimated construction cost $333,875, first year operating cost $60,000, revenue $75,000. P. O. address 5232 Lee Hwy., Arlington. Studio location 5232 Lee Hwy. Trans. location 5232 Lee Hwy. Geographic coordinates 38° 53′ 46″ N. Lat., 77° 08′ 03″ W. Long. Trans. and ant. RCA. Legal counsel Philip M. Baker, Washington. Consulting engineer Russell P. May, Washington. Northern Virginia Broadcasters Inc. is licensee of **WARL-AM-FM Arlington.** Announced Oct. 10.

APPLICATIONS

Honolulu, Hawaii—Kaiser Hawaiian Village Television Inc., vhf ch. 13 (210-216 mc); ERP 12.97 kw vis., 7.78 kw aur.; ant. height above average terrain 121 ft. above ground 364 ft. Estimated construction cost $133,653, first year operating cost $116,000, revenue $125,000. P. O. address % William Marks, 1924 Broadway, Oakland 12, Calif. Studio and trans. location 2005 Kalia Rd., Honolulu. Geographic coordinates 21° 17′ 5.8″ N. Lat., 157° 50′ 22″ W. Long. Trans. and ant. RCA. Legal counsel Haley, Doty & Wollenberg. Consulting engineer Frank Fitch. Principals include **Henry J. Kaiser**, industrialist, president-75%, and **Hal Lewis**, executive vice president-25%. Mr. Lewis is owner of Hal Lewis Assoc., Honolulu (radio advertising) and disc jockey, **KGU Honolulu.** Mr. Kaiser and Mr. Lewis each owns 50% in applicant for Honolulu am. Filed Oct. 11.

APPLICATION AMENDED

Augusta, Me.—Application of **Pine Tree Telecasting Corp.** for new tv amended to correct studio location to "to be determined, Augusta." Filed Oct. 16.

Existing Tv Stations . . .

ACTIONS BY FCC

WCBC-TV Anderson, Ind.—Application returned to attorney, letter 10-10-56 (not acceptable for filing until effective date of order allocating ch. 26 to Anderson). Announced Oct. 16.

KMGM-TV Minneapolis, Minn.—By memorandum opinion and order FCC dismissed protest and denied petition for reconsideration and other relief filed by **Loew's Inc.**, licensee of am station **WMGM New York**, directed against Commission's Aug. 16 assignment of call letters KMGM-TV to United Television Inc. for its tv station (ch. 9) in Minneapolis. Announced Oct. 10.

APPLICATIONS

WSFA-TV Montgomery, Ala.—Application seeking license to cover cp amended to change name from WKY Radiophone Co. to WKY Television System Inc. Filed Oct. 15.

KGO-TV San Francisco, Calif.—Application seeking license to cover cp amended also to cover facilities specified in cp. Filed Oct. 15.

WTVT (TV) Tampa, Fla.—Application for license to cover cp amended to change name from Tampa Television Co. to WKY Television System Inc. Filed Oct. 15.

WSBT-TV South Bend, Ind.—Seeks cp to make changes in existing tv to change ERP to 217 kw vis., 128 kw aur., and make equipment changes. Filed Oct. 11.

KRIS-TV Corpus Christi, Tex.—Seeks mod. of cp to change aur. ERP to 26.9 kw, change type trans. and change studio location to 613-23 Upper North Broadway, Corpus Christi. Filed Oct. 17.

APPLICATION AMENDED

KWWL-TV Waterloo, Iowa—Application seeking license to cover cp amended to change studio location to 1.2 mi. E. of city limits on north side of U.S. Hwy. 20 near Waterloo, and request waiver of Sec. 3.613 of FCC Rules. Filed Oct. 17.

APPLICATION RESUBMITTED

WCBC-TV Anderson, Ind.—Great Commission Schools Inc. resubmits application proposing ch. 26 (542-548 mcs). Filed Oct. 17.

Allocations . . .

ACTIONS BY FCC

Nashaquitsa, New Bedford, Mass.—FCC, by memorandum opinion and order, deleted ch. 6-plus from Nashaquitsa, and assigned it to New Bedford, effective Nov. 14, in order to make more effective use of channel in providing service to southern Massachusetts. (Rules which originally prohibited assignment of this channel to New Bedford because of minimum spacing requirements have since been amended to permit assignment of channels which do not meet city-to-city spacings but which can be employed so that minimum trans. spacings would be made and required minimum signal could be placed over community to be served.) Petitions by *Vineyard Gazette*, Martha's Vineyard, Mass.; Blacksmith Valley Assn., Nashaquitsa; Southern Connecticut and Long Island Television Co., Bridgeport, Conn., for reconsideration of Commission's report and order assigning ch. 6 to Nashaquitsa were denied. Announced Oct. 11.

St. Louis, Mo.; Springfield, Ill.; Jacksonville, Ill.; Davenport-Rock Island-Moline, Ill.—FCC, by notice of further proposed rule-making, invites comments by Nov. 15 to proposal to delete ch. 36 from St. Louis, and assign it to Springfield, instead of adding ch. 39 to Springfield as proposed in Docket 11747. Signal Hill Telecasting Corp. operates station KTVI (TV) on ch. 36 in St. Louis and, as result, there are many receivers in hands of public in area between St. Louis and Springfield which are capable of receiving this channel. To accomplish assignment of ch. 36 in Springfield, ch. 49-plus would be substituted for ch. 29 in Jacksonville, Ill., and ch. 36-plus in Davenport-Rock Island-Moline area would be replaced by ch. 68; in utilizing ch. 36 in Springfield trans. would have to be located so as to meet minimum spacing and coverage requirements. Announced Oct. 11.

Missoula, Mont.; Kalispell, Mont.; Sandpoint, Idaho—FCC, by report and order, finalized rule-making in Docket 11794 and amended tv table of assignments, effective Nov. 14, by assigning ch. 8 to Missoula (in addition to its present channels *11 [educational] 13 and 21), substituting ch. 9 for ch. 8 in Kalispell, and substituting ch. 23 for ch. 9 in Sandpoint, Idaho. In so doing, the Commission rejected suggestion by Mosby's Inc., to make ch. 11 available for commercial use in Missoula and reserve ch. 21 for education. Announced Oct. 11.

Shinglehouse, Pa.; Meadville, Pa.; Clymer, N. Y.; Frederick, Md.—FCC, by report and order, finalized rule-making in Docket 11499 and amended tv table of assignments, effective Nov. 14, by assigning ch. 26-plus to Shinglehouse, ch. 37 to Clymer, and substituting ch. 62-plus for

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Fulltime Independent
$32,000.00
Located in an excellent market this new facility has an opportunity for real growth. $20,000.00 down, balance over three years.

Daytime Independent
$40,000.00
Profitable daytimer in single station market. New equipment, land and building included. $15,000.00 down, balance on liberal terms.

Negotiations • Financing • Appraisals

BLACKBURN - HAMILTON COMPANY
RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	ATLANTA	SAN FRANCISCO
James W. Blackburn Jack V. Harvey	Ray V. Hamilton	Clifford B. Marshall	William T. Stubblefield W. R. Twining
Washington Bldg. Sterling 3-4341-2	Tribune Tower Delaware 7-2755-6	Healey Bldg. Jackson 5-1576-7	111 Sutter St. Exbrook 2-5671-2

ch. 37 in Meadville, with change in offset carrier requirement of ch. 62 in Frederick, Md., from plus to even; denied conflicting proposals of Lycoming Bcstg. Co., Williamsport, Pa., Helm Coal Co., York, Pa., Patriot-News Co., Harrisburg, Pa., and Susquehanna Bcstg. Co., York. Commissioner Craven abstained from voting. Announced Oct. 11.

Bryan-College Station, Tex.—FCC by memorandum opinion and order, denied petitions and requests filed by Joint Council on Educational Television, Texas Commission for Educational Television, Texas Agricultural & Mechanical College System and Coastal Bend Television Co. for reconsideration of Report & Order of July 19 amending tv table of assignments to substitute Channel *48 for Channel 3 as noncommercial educational reservation at College Station, Texas, and assigning ch. 3 to Bryan-College Station for commercial use. Commissioner Hyde abstained from voting; Commissioner Mack absent. Announced Oct. 11.

PETITIONS

KSAN-TV San Francisco, Calif.—Requests addition of ch. 13 at San Francisco, substitution of ch. 6 for ch. 13 at Stockton, Calif., substitution of educational ch. *19 for educational ch. *6 at Sacramento, Calif., and issuance of show cause order to petitioner to modify its outstanding authorization to specify operation at San Francisco on ch. 13 in lieu of ch. 32. Filed Oct. 12.

Pendleton, Ore.—Pendleton Bcstrs. requests deletion of ch. 5 at Walla Walla, Wash., and reassignment to Pendleton. Filed Oct. 12.

Denton, Tex.—Harwell V. Shepard requests changes in classification of ch. 2 in Denton, Tex., from educational to commercial, and ch. 17 in Denton from commercial to educational. Filed Oct. 12.

Aguadilla, P.R.—Hector Reichard requests deletion of ch. 13 from Arecibo, P.R. and reassignment to Aguadilla. Filed Oct. 12.

Translators . . .

ACTIONS BY FCC

Center, Colo.—Eugene Strausser granted ch. 80 (866-872 mcs) to rebroadcast ch. 5 **KCSJ-TV Pueblo, Colo.** Trans. output 10 w. ERP to community 80 w. Estimated population to be served 7,500. P. O. address Box 125, Center. Estimated construction cost $3,965, first year operating cost $1,544. Announced Oct. 4.

Cortez, Colo.—T. V. Inc. granted ch. 70 to rebroadcast ch. 4 KOB-TV Albuquerque, N. M. Trans. output 10 w. ERP to community 40 w. Estimated population to be served 15,000. P. O. address Box 12, Cortez, Colo. Estimated construction cost $6,000, first year operating cost $300. Announced Oct. 17.

Doylesville, Colo.—L. H. Faast d/b as Faast T. V. granted ch. 70 (806-812 mcs) to rebroadcast ch. 5 **KCSJ-TV Pueblo, Colo.** Trans. output 10 w. ERP to community 360 w. Estimated population to be served 200. P. O. address 2009 S. Corona, Colorado Springs, Colo. Estimated construction cost $4,825, first year operating cost $100. Announced Oct. 4.

Weed Heights, Nev.—Application of **The Anaconda Co.** seeking new tv broadcast translator station returned by letter 10-10-56 (conflicting dates). Announced Oct. 15.

Truth or Consequences, N. M.—City of Truth or Consequences granted ch. 70 to rebroadcast ch. 4 **KOB-TV Albuquerque, N. M.** Trans. output power 10 w. ERP to community 80 w. Estimated population to be served 6,000. P. O. address 605 Sims St., Truth or Consequences. Estimated construction cost $6,450. Announced Oct. 4.

Ellensburg, Wash.—Kittitas Valley T. V. Assn. Inc. granted ch. 71 to rebroadcast ch. 29 KIMA-TV Yakima, Wash. Trans. output 10 w. ERP to community 427 w. Estimated population to be served 17,700. P. O. address 208 South Ruby St., Ellensburg, Wash. Estimated construction cost $7,600, first year operating cost $500. Announced Oct. 4.

APPLICATIONS

Salida, Colo.—N. E. Vance seeks ch. 73 (824-830 mcs) to rebroadcast ch. 4 **KOA-TV Denver.** Trans. output 10 w. ERP to community 71.2 w. Estimated population to be served 7,000. P. O. address Box 387, Salida. Estimated construction cost $16,705, first year operating cost $15,000. Filed Oct. 12.

West Lebanon, N. H.—Nelson A. Crawford seeks ch. 70 (806-812 mcs) to rebroadcast ch. 6 **WRGB (TV) Schenectady, N. Y.** Trans. output 10 w. ERP to community 90 w. Estimated population to be served 15,909. P. O. address 7 Main St., West Lebanon. Estimated construction cost $6,686, first year operating cost $5,000. Filed Oct. 11.

New Am Stations . . .

ACTIONS BY FCC

Clarksville, Ark.—Peach County Radio granted 1360 kc, 500 w D. P. O. address P. O. Box 489, Clarksville. Estimated construction cost $17,588.46, first year operating cost $24,000, revenue $30,000. Principals are equal partners **Pat S. Goolsby,** farming interests, former general manager of **KENA Mena, Ark.;** and **Chester Wilkerson,** merchandise interests. Announced Oct. 10.

Riverside, Calif.—Ray Lapica granted 1570 kc, 1 kw DA-D. P. O. address 207 S. Hamel Dr., Beverly Hills, Calif. Estimated construction cost $31,207.27, first year operating cost $45,000, revenue $60,000. Mr. Lapica is sales, news and research director of **KBLA Burbank, Calif.** Announced Oct. 10.

Colorado Springs, Colo.—Taylor Bcstg. Co. (KBIM Roswell, N. M.) granted 1460 kc, 1 kw D. P. O. address Box 525, Roswell, N. M. Estimated construction cost $34,000, first year operating cost $70,000, revenue $94,640. Principals include President-Treasurer **W. C. Taylor** (50%); Vice President **Gene Reischman** (20%); Secretary **Homer Glover** (10%); **J. Raymond Harris** (10%), and **J. Kenneth Smith** (10%). Announced Oct. 10.

Manitou Springs, Colo.—Garden of the Gods Bcstg. Co. granted 1490 kc, 100 w unl. P. O. address 68 Minnehaha Ave., Manitou Springs, Colo. Grantee is operator of KCMS-FM there, Class A outlet. President of firm is C. M. Edmonds. Announced Oct. 10.

Pocatello, Idaho—J. Ronald Bayton granted 1290 kc, 1 kw D. P. O. address Box 356, Pullman, Wash. Estimated construction cost $16,073.80, first year operating cost $32,380, first year revenue $36,000. Mr. Bayton is 50% owner and manager of **KOFE Pullman.** Announced Oct. 10.

Omaha, Neb.—Central Plains Bcstg. Co. granted 1420 kc, 500 w DA-D. P. O. address 2502 Garden Rd., Omaha. Estimated construction cost $35,079.76, first year operating cost $65,000, revenue $100,000. Principals include Pres. **Harold A. Soderlund** (65%), former gen. sales mgr. 1% stockholder of **KFAB Omaha;** Vice Pres. **Alfred H. Adams** (10%), insurance interests; Secy-Treas. **David D. Berber** (20%), attorney, and **Chiles-Schutz Co.** (5%), investment banking. Announced Oct. 10.

Abingdon, Va.—Burley Bcstg. Co. granted 1230 kc, 250 w. unl. P. O. address Box 218, Richlands, Va. Estimated construction cost $19,904, first year operating cost $20,000, revenue $30,000. Principals are equal partners **Nelson T. Barker,** fuel and automobile interests, and **Lindy M. Seamon,** general manager and chief engineer of **WRIC Richlands.** Announced Oct. 10.

APPLICATIONS

Weed, Calif.—C. E. Wilson and P. D. Jackson d/b as Independent Bcstrs., 800 kc, 1 kw D. P. O. address % Mr. Wilson, Box 1109, Medford, Ore. Estimated construction cost $28,588, first year operating cost $42,000, revenue $50,000. Principals are equal partners in **KPUY Puyallup, Wash.; KBOY Medford, Ore.,** and **KLAD Klamath Falls, Ore.** Filed Oct. 11.

Grand Junction, Colo.—Mountain States Bcstg. Corp. 620 kc, 10 kw D. P. O. address % **E. Anson Thomas,** 1102 Elm Ave., Grand Junction, Colo. Estimated construction cost $50,609, first year operating cost $75,294, revenue $84,000. Mr. Thomas, former manager, **KFXJ Grand Junction,** is president-51% owner of applicant. Filed Oct. 17.

Normandy Suburb, Jacksonville, Fla.—Ralph D. Epperson 690 kc, 10 kw D. P. O. address % WPAQ Radio, Mount Airy, N. C. Estimated construction cost $45,514, first year operating cost $70,000, revenue $100,000. Mr. Epperson is owner, **WPAQ Mt. Airy, N. C.** Filed Oct. 17.

Dixon, Ill.—Russell G. Salter, 1460 kc, 500 w D. P. O. address Box 408, LaGrange, Ill. Estimated construction cost $15,690, first year operating cost $42,000, revenue $50,000. Mr. Salter is pres.-50% owner, **WBEL Beloit, Wis.;** vice pres.-50% owner, **WTAQ LaGrange, Ill.;** ⅓ owner, **WCHF Chippewa Falls, Wis.,** and owner, Ole Tyme Jamboree Inc., Chicago record-music publisher. Filed Oct. 12.

Galesburg, Ill.—Knox County Bcstg. Co., 1590 kc, 5 kw. P. O. address 1319 Fifth Ave., Moline, Ill. Estimated construction cost $44,815, first year operating cost $63,600, revenue $78,000. **G. LaVerne Flambo,** 100% owner, is owner of **WQUA Moline, Ill.,** and heads theatrical presentations firm. Filed Oct. 11.

Rayville, La.—Charles L. Planchard and H. E. Ratcliff d/b as Richland Bcstg. Co., 990 kc, 250 w D, remote control trans. P. O. address 8054 Jefferson Highway, Baton Rouge, La. Estimated construction cost approx. $12,331, first year operating cost $12,381, revenue $24,000. Mr. Planchard is 16% owner-former general manager, **KNOC Natchitoches, La.** Filed Oct. 15.

Kirkwood, Mo.—Robert D. Rapp, Martha M. Rapp and James R. Roberts d/b as Kirkwood Bcstg. Co. 1460 kc, 5 kw DA-D. P. O. address Box 270, Farmington, Mo. Estimated construction cost $17,500, first year operating cost $40,000, revenue $50,000. Mr. Roberts, 50%, is owner, **KPEG Portland, Ore. Robert and Martha Rapp,** 50%, hold cp for new am in Spokane, Wash. **C. W. and Jane Roberts,** parents of Mr. Roberts and Mrs. Rapp, own **KREI Farmington, KCHI Chillicothe, Mo., KBIA Columbia, Mo., KCRB Chanute, Kan.,** and **WINI Murphysboro, Ill.** Filed Oct. 17.

Grants Pass, Ore.—James O. Wilson Jr. and Jim T. Jackson d/b as Grants Pass Bcstg. Co., 1270 kc, 1 kw D. P. O. address 2332 Orchard St., Klamath Falls, Ore. Estimated construction cost $10,100, first year operating cost $25,000, revenue $36,000. Mr. Wilson is salesman-announcer, **KLAD Klamath Falls, Ore.** Mr. Jackson is KLAD salesman. Mr. Wilson and Mr. Jackson also have am applications pending for Redding, Calif., and Eureka, Calif. **C. B. Wilson,** brother of Mr. Wilson, and **P. D. Jackson,** brother of Mr. Jackson, own KLAD, **KBOY Medford, Ore.; KPUY Puyallup, Wash.,** and are applicants for am in Weed, Calif. Filed Oct. 11.

Manning, S. C.—Clarendon County Bcstg. Co., 1410 kc, 1 kw D, remote control trans. P. O. address % **J. M. Soles Jr.,** Tabor City, N. C. Estimated construction cost $14,001, first year operating cost $28,000, revenue $40,000. Principals include Mr. Soles, ⅓; **Isadore Kramer,** ⅓, and **Troy McPherson,** ⅓. Mr. Soles is 20% owner, **WTAB Tabor City, N. C.;** Mr. Kramer, 10%, WTAB, and Mr. McPherson 20%, owner-gen. mgr., WTAB. Filed Oct. 11.

Brownsville, Tenn.—Florence Bcstg. Co., 1150 kc, 1 kw D. P. O. address % **Joe T. Van Sandt,** Box 137, Florence, Ala. Estimated construction cost $12,200, first year operating cost $30,000, revenue $36,000. Principals include Mr. Van Sandt, ⅔, and **Anthony J. Smith,** ⅓. Florence Bcstg. owns **WJOI Florence** and **WORM Savannah, Tenn.** Filed Oct. 11.

Millington, Tenn.—Earl W. Daly and Rebecca B. Phillips d/b as Millington Bcstg. Co., 1220 kc, 250 w D, remote control trans. P. O. address 1547 Maplewood, Memphis 8, Tenn. Estimated construction cost $11,055, first year operating cost $42,000, revenue $48,000. Mr. Daly is owner, **KTML Marked Tree, Ark. Sam C. Phillips,** husband of Mrs. Phillips, is ⅓ owner, **WHER Memphis, Tenn.** Filed Oct. 15.

Livingston, Tex.—Emmett H. Whitehead and Tommie Cole Stripling d/b as Polk County's Bcstg. Service, 1220 kc, 250 w D, remote control trans. P. O. address % Mr. Whitehead, Rusk, Tex. Estimated construction cost $12,530, first year operating cost $21,000, revenue $30,000. Mr. Whitehead owns **KTLU Rusk, Tex.** Filed Oct. 11.

Manassas, Va.—Harold H. Hersch and Edward L. Weaver d/b Prince William Bcstg. Co., 1460 kc, 500 w D, remote control trans. P. O. address 202 W. Church St., Manassas. Estimated construction cost $20,250, first year operating cost $36,000, revenue $46,000. Mr. Hersch is attorney. Mr. Weaver is attorney and industrial broker. Filed Oct. 11.

Existing Am Stations . . .

ACTIONS BY FCC

KDAY Santa Monica, Calif.—Granted increase power from 10 kw to 50 kw with DA-D, continuing D operation on 1580 kc, engineering conditions including acceptance of any interference caused by subsequent grant of application to change

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trans. site and ant. system of **KWOW Pomona, Calif.** Announced Oct. 10.

WJJL Niagara Falls, N. Y.—Application seeking mod. of cp (which authorized change ant.-trans. location) to change type trans. returned (necessary to file Section I). Announced Oct. 11.

WHAM Rochester, N. Y.—Granted application to transmit play-by-play football games from Rochester to **CFPL London, Ont., Canada,** for period ending Jan. 2, 1957. Announced Oct. 10.

WCHF Chippewa Falls, Wis.—Granted change of operation (D) on 1150 kc from 1 kw to 5 kw, remote control trans. Announced Oct. 10.

KSEW Sitka, Alaska—Granted mod. of license to change from specified hours to unl. Announced Oct. 10.

APPLICATIONS

WCAS Gadsden, Ala.—Seeks cp to increase power from 1 kw to 5 kw; install DA-D and new trans. Filed Oct. 15.

WGTO Haines City, Fla.—Application seeking cp to increase power from 10 kw to 50 kw and install new trans. amended to change power to 10-50 kw, Canadian restricted, D, and make changes in DA pattern. Filed Oct. 11.

Tampa, Fla.—Application of **Nathaniel J. Klein** seeking new am on 1010 kc, 10 kw, DA-D, amended to change name of applicant to **Nathaniel J. Klein and Clarence W. Moore, d/b as Klein & Moore.** Filed Oct. 11.

WAAF Chicago, Ill.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Oct. 17.

WMTV East St. Louis, Ill.—Seeks cp to make changes in ant. and ground system (remove sidemounted fm ant.). Filed Oct. 17.

KXGI Fort Madison, Iowa—Seeks cp to increase power from 500 w to 1 kw. Filed Oct. 17.

WPRT Prestonburg, Ky.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Oct. 12.

KANV Shreveport, La.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Oct. 16.

WPLM Plymouth, Mass.—Seeks cp to increase power from 500 w to 1 kw and install new trans. Filed Oct. 15.

WAMM Flint, Mich.—Seeks cp to increase power from 500 w to 1 kw. Filed Oct. 15.

WION Ionia, Mich.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Oct. 16.

WNIL Niles, Mich.—Seeks mod. of cp (which authorized new am) to change name of permittee to **Lawrence J. Plym d/b as Niles Bcstg. Co.** Filed Oct. 15.

KTOB Malden, Mo.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Oct. 16.

WPAC Patchogue, N. Y.—Seeks mod. of cp (which authorized increase power, install new trans., change trans. location and install DA) to change type trans. Filed Oct. 15.

KBEV Portland, Ore.—Seeks mod. of cp (which authorized new am) to change ant.-trans. and studio location. Filed Oct. 17.

KSEL Lubbock, Tex.—Seeks cp to mount fm ant. on SW tower. Filed Oct. 12.

KPEG Spokane, Wash.—Seeks mod. of cp (which authorized new am) to change ant.-trans. location from 1.25 mi. from SE corner of Spokane, E. Spokane, to Crestline St. & Palouse Hwy., Spokane; change type trans., specify studio location and operate trans. by remote control. Filed Oct. 11.

APPLICATIONS AMENDED

Carmel, Calif.—Application of **Albert R. Pearl** and **Paul F. Hanson d/b as Seaside Electronic Assoc.** seeking cp for new am on 1410 kc, 500 w D, amended to operate trans. by remote control from studio location. Filed Oct. 17.

KGIL San Fernando, Calif.—Application seeking cp to increase D power from 1 kw to 5 kw, make changes in DA-D system (from DA-1 to DA-2) and install new transmitter, amended to change name to Pierce Brooks Bcstg. Corp. Filed Oct. 17.

APPLICATION RESUBMITTED

WJJL Niagara Falls, N. Y.—Application seeking mod. of cp (which authorized change in ant.-trans. location) to change type trans. resubmitted. Filed Oct. 16.

New Fm Stations . . .

ACTION BY FCC

Cedar Hill, Tex.—C & F Musicasting Co. granted 107.9 mc, 88 kw unl. P. O. address 2820 N. 16th St., Phoenix, Ariz. Estimated construction cost $1,500, first year operating cost $24,000, revenue $35,000. Principals are equal owners **Bass V. Cole, Milton H. Frostrom** and **Amos G. Miller.** Announced Oct. 10.

APPLICATIONS

Los Angeles, Calif.—Echo Park Evangelistic Assn., 103.5 mcs, ch. 278, ERP 12.7 kw, unl. P. O. address 1100 Glendale Blvd., Los Angeles 26. Estimated construction cost $6,050, first year operating cost $3,000, revenue $1,000. Applicant owns **KFSG Los Angeles,** non-commercial station. Filed Oct. 11.

Red Bank, N. J.—Frank H. Accorsi 104.3 mcs., ch. 282, ERP 1.8 kw unl. Ant. height above average terrain 103.2 ft. P. O. address 157 Broad St., Red Bank. Estimated construction cost $1,500, first year operating cost $36,400, revenue $41,600. Mr. Accorsi is ⅓ partner, Aircast Productions, Red Bank. Filed Oct. 16.

Existing Fm Stations . . .

ACTION BY FCC

KSCU (FM) Santa Clara, Calif.—Application seeking cp for replacement of expired permit returned (improperly dated). Announced Oct. 16.

APPLICATIONS

WLSU (FM) Baton Rouge, La.—Seeks cp to make changes in licensed station, to change ant. system. Filed Oct. 12.

WDJB-FM Roanoke, Va.—Seeks cp to make changes in licensed station to change ERP to 14.35 kw, ant. height above average terrain to 1,937 ft., trans. location to Poor Mt. 15 mi. SW of Roanoke, studio location to 201 W. Campbell Ave., Roanoke, and change ant. system. Filed Oct. 11.

Ownership Changes . . .

ACTIONS BY FCC

WFHK Pell City, Ala.—Granted assignment of license through sale of 50% interest by **William David Frink** to St. Clair Bcstg. System for $15,000. St. Clair ownership includes **John H. Haynes** (25.33%), **Fred Lamar Kelley** (25.33%) and **Glinn Pruitt** (15.33%), partners with Mr. Frink in WFHK ownership, and **Fate L. Gossett** (22%) and **Fred C. Barber** (12%). Announced Oct. 10.

WROD Daytona Beach, Fla.—Granted transfer of control of licensee corporation from **Edgar J. Sperry** and **Josephine T. Sperry** to **James F. McDonough** and **John E. Murphy** for $125,000. Transfer involves 100%. Mr. McDonough, chief engineer at **WDXN Clarksville, Tenn.,** and Mr. Murphy, sales manager at **WDXI Jackson, Tenn.,** will be equal owners. Announced Oct. 10.

WHBN Harrodsburg, Ky.—Granted assignment of license from **C. H. Hulse, Charles R. Shuffett** and **Frank Orwin** to **Fort Harron Bcstg. Corp. (I. G. Spencer,** pres.) for $45,000. Announced Oct. 10.

WANE-WINT (TV) Fort Wayne, WISH-AM-TV Indianapolis, Ind.—Granted transfer of control from Universal Bcstg. Co. (**C. Bruce McConnell** and 11 others) to Indiana Bcstg. Corp. (J. H. Whitney & Co. subsidiary) for $10,000,000. McConnell interests also control **WHBU Anderson, Ind.,** not involved in Whitney transaction. J. H. Whitney & Co., New York investment firm also owns 90% of both **KOTV (TV) Tulsa, Okla.,** and **KGUL-TV Galveston, Tex.** Announced Oct. 10.

WMT-TV Cedar Rapids, Iowa—Granted relinquishment of positive control of permittee corporation by American Bcstg. Stations Inc. through sale of 2% of stock for about $4,500 to **William B. Dolph,** president and 29% owner. American is 51% owner. Mr. Dolph has partnership interest in **KJBS San Francisco, Calif.** and **KGIL Los Angeles.** Announced Oct. 16.

KWBW Hutchinson, Kan.—Granted assignment of license to **Nation's Center Bcstg. Co.** for $141,579. Grant is to delete partnership of **Bess Wyse Rickard** and **George M. Marsh.** Mr. Marsh is selling his 5% and dropping out of organization. Bess Wyse Rickard is reducing her holdings from 95% to 52.5%. New stockholder will be **Fred L. Conger** (48%), general manager of station. Announced Oct. 10.

WORC Worcester, Mass.—Granted transfer of negative control (50%) from **Harold** and **Miriam Kaye** to **A. Abbott Coblentz** and **Bernard Koteen** for $20,000. Announced Oct. 10.

WSOO Sault Ste. Marie, Mich.—Granted acquisition of positive control by **Ann O. Pratt** through purchase of 66.4% from **Otto B. McNaughton** and **Sherwin Overholt,** executors of estate of **Vernon W. Aikins,** deceased. for $17,600. Miss Pratt is 33.3% owner of **WESK Escanaba, Mich.** Announced Oct. 10.

WCPC Houston, Miss.—Granted assignment of license to **Robin H. Mathis, Ralph C. Mathis, Rad W. Mathis** and **John B. Skelton Jr.** d/b as WCPC Bcstg. Co. through sale by James H. Atkinson of 25% interest for $4,500. Messrs. Mathis will each hold 33.25% and Mr. Skelton 6.4%. Latter is applicant for new am at Magee, Miss. Announced Oct. 16.

KCLV Clovis, N. M.—Granted acquisition of control by **Odis L. Echols,** 25.3% owner of station, through purchase of 25.3% from **Horace Echols** and **Coy Echols** for $5,631. Announced Oct. 10.

WOOW New Bern, N. C.—Granted assignment of license to Radio New Bern for $38,500. Principals are equal partners **Paul E. Reid,** 25% owner of **WBHB Fitzgerald, Ga.; H. M. Roberts,** commercial manager at WBHB and **Otto Griner,** former owner of WBHB. Announced Oct. 10.

WSTP-AM-FM Salisbury, N. C.—Granted assignment of license to WSTP Inc. for $83,000. Principals are **Thomas D. Harrell Jr.** (50%), sales manager at **WFNC Fayetteville, N. C.; Mary Laningham Harrell** (10%); **Theodore Ward Austin** (30%), program manager at **WGEM Quincy, Ill.,** and **Margaret Thornton Austin.** Announced Oct. 10.

KRNR Roseburg, Ore.—Granted assignment of license to **James E. Doyle** for $90,000. Mr. Doyle is former 66% owner of **KVWC Vernon, Tex.,** and is applicant for new am at Quincy, Calif. Announced Oct. 10.

WPFM-FM Providence, R. I.—Granted acquisition of positive control by **Karl S. Kritz** through sale by **Philip Marcus** and **Donald Silverman** of 66⅔% interest for $4,227. Announced Oct. 10.

WSIX-AM-TV Nashville, Tenn.—Granted acquisition of positive control of licensee corporation by **Louis R. Draughon** through purchase of 33.3% from **W. H. Criswell** for $250,000. Mr. Draughon is present 33.3% owner. Mr. Criswell is leaving station. Remaining 33.3% will continue to be held by **S. D. Sanford Jr.** Announced Oct. 10.

KTKN Ketchikan, Alaska—Granted assignment of license to **Robert C. Mehan** for $40,000. Mr. Mehan is station manager of KTKN and is former 20% owner of **KCID Caldwell, Idaho.** Announced Oct. 10.

APPLICATIONS RESUBMITTED

WATM Atmore, Ala.—Application seeking assignment of license to **Southland Bcstg. Co.** resubmitted. Filed Oct. 12.

KSPA Santa Paula, Calif.—Application seeking assignment of license to **Frank** and **Christie Palmer James** resubmitted. Filed Oct. 12.

APPLICATIONS

WALA Mobile, Ala.—Seeks assignment of license to **Pape Television Co.** (WALA-TV Mobile). Corporate change. Filed Oct. 17.

KDON Salinas, Calif.—Seeks assignment of license to **KDON Inc.** for $116,446. KDON Inc. is owned 50% by **Clark E.** and **Irene H. Fee** (jewelry interest) and **Glen M.** and **Helene N. Stadler** (98% owners, **KEED Springfield, Ore.**). Filed Oct. 11.

WKEN Dover, Del.—Seeks assignment of cp from **Chesapeake Bcstg. Corp.** to **WKEN Inc.** Corporate change. No change in control. Filed Oct. 11.

Continues on page 111

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RADIO

Help Wanted

Managerial

Station and/or sales manager for southern New England 1-station market regional. Profitable now but needs mature live-wire, who "fits" in small town and will get out and sell. Box 187C, B•T.

Manager: Unusual opportunity for young sales manager or manager to obtain similar position in large metropolitan market. Box 224C, B•T.

Radio sales manager desired for number 1 station in rich market. Midwest. Excellent opportunity. Salary plus commission. Send complete info first letter to Box 236C, B•T.

Salesmen

California indie wants salesman-sportscaster. Strong on local sales and play-by-play. Draw commission, talents. Send photo, resume. Box 229C, B•T.

Radio station in southern Florida seeking aggressive salesmen. Market has healthy potential. State experience and terms desired. Replies held confidential. Box 246C, B•T.

Energetic salesman. Good base salary, plus car allowance and commission. Permanent with opportunity to double in tv if desired. KAVE, Carlsbad, N. M.

Radio salesman. Expanding sales staff. Prefer man familiar to southwest. Must have excellent radio selling record. Salary plus good commission set-up in 250,000 market. Send full resume plus picture in first letter to Jack B. Chapman, Radio Station KTSM, El Paso, Texas.

Salesman, immediate opening. Experienced local sales, write own copy, weekly salary guaranteed. WKTL, Kendallville, Indiana.

Top guarantee to start in large radio market—best in southeast Pennsylvania. Virgin territory for unlimited selling and earning opportunity. Good radio background and satisfactory references will qualify applicant. WLAN, Lancaster, Pennsylvania.

Wanted: Salesman-announcer with first class ticket. Immediate opening in single station market in California. Call Lennox 3-0334 in Oroville.

RADIO

Help Wanted—(Cont'd)

Announcers

Wanted Glib DJ—with verve. Polished smooth-paced. Clever intros, rhyming, etc. Wanted by station in midwest. Box 639A, B•T.

Announcer-engineer. Top-notch go-getter. Pleasant working condition. Convenient location. Box 923A, B•T.

Midwest independent wants announcer age 25 to 40 who knows music thoroughly and has several years of solid commercial experience for staff announcing position with part-time duties as music librarian. State age, education, experience in detail. Personal interview required. Box 134C, B•T.

Illinois kilowatt offers fine opportunity to experienced announcer who can handle varied assignments including news gathering and writing. Liberal bonus, sick leave, pension plan with well established independent in fast growing community. List age, training, experience, references. Personal interview necessary. Box 135C, B•T.

Morning man, real fast and funny, who can use gimmicks, show-stoppers etc. on heavily commercial show. Small 1-station New England city near big city. "Character" preferred. Send tape, salary, etc. Box 188C, B•T.

KAVE, Carlsbad, N. M., needs good specialty announcer-disc jockey. Unlimited future, opportunity to double in tv.

Need news and board man. Send complete details in first letter to Tom Anderson, Station WGEZ, Beloit, Wisconsin.

Combo man with first class ticket for daytime station. Excellent condition, routine maintenance, announcing ability important. Send complete resume, photo and tape immediately. Kersh Walters, WKDL, Clarksdale, Missippi.

Illinois daytime independent, soon increasing to kilowatt has opening for experienced announcer. Interview necessary. Send application, salary requirements, etc. Program Director, WLPO, LaSalle, Illinois.

Experienced announcer-salesman, by established 250 watt network station. WSIR, Winter Haven, Florida.

TOP DISC JOCKEYS NEEDED

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There are openings for really *good* disc jockeys at three of the McLendon Stations:

KLIF, Dallas . . . KTSA, San Antonio . . . and KELP, El Paso

Each station by far number one in its city in ratings. Save your tape if you are mediocre but, if you have real talent, air mail an audition and background to:

GORDON McLENDON

2104 Jackson Street **Dallas, Texas**

RADIO

Help Wanted—(Cont'd)

Announcers

Help wanted: Trying to locate Bert Claudy, announcer with first class ticket. Last known whereabouts in 1950 at WRCO, Richland Center, Wisconsin. Write, wire or phone collect: Shulom Kurtz, 1022 Midland Savings Building, Denver 2, Colorado, TAbor 5-0080.

Technical

Top wages for first phone engineer. Directional station in Great Lakes area with no future remote plans. Box 208C, B•T.

First class engineer with car for midwest kilowatt directional, transmitter duties, some remotes. Box 219C, B•T.

Here is a fine opportunity in a good city with an excellent climate, good schools, fishing, swimming, for a chief engineer with announcing ability. Pay will depend entirely on what you can do. Equipment includes usual broadcast equipment, ampex recorders, Raytheon transmitter. Two element directional. Equipment in excellent condition. Send all information including tape with first letter. Jim Bradner, KGBC, Galveston, Texas.

Engineer for 5kw directional. Living quarters, if desired, furnished for single man. Contact Chief Engineer, KNOX-AM-TV, Grand Forks, North Dakota.

Transmitter-control room engineer needed immediately. No announcing. Start $70.00. Progressive advancement. Contact Warren Chase, WDEV, Waterbury, Vermont.

First class engineer for daytime kilowatt. Announcing experience helpful but not required. Send application, salary requirements, etc. Chief Engineer, WLPO, LaSalle, Illinois.

Chief engineer-announcer, emphasis on engineering. Gates equipment. State qualifications and salary requirements. Good pay for good combo man. Call or write WLSD, W. H. Wren, Manager, Big Stone Gap, Virginia.

WTOC, 5 kw directional, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.

Help wanted: Operator with first phone. WSYB, Rutland, Vermont.

Combo: Chief engineer—newsman or DJ. New Gates equipment, good opportunity. Send resume, tape and picture, WWBC, 306 Phoenix Building, Bay City, Michigan.

Programming-Production, Others

KOKY, Little Rock, Arkansas. New negro station. Immediate opening white program director—assistant manager to supervise personnel, traffic, write copy. Good beginning salary—excellent chance for advancement. Send complete resume and photograph to Howard Peters, Box 1956, Little Rock, Ark.

Newsman. Must have experience in local reporting and editing and have authoritative delivery. Send resume of experience, news tape with commercials, starting salary expected, small photo. WAKR, WAKR-TV, 853 Copley Road, Akron 20, Ohio.

Newsman for top news and music station in large, rich market. Bright, clear, creative. Gather and present own news. Write letter to Gerald A. Bartell, Box 168, Madison 1, Wisconsin.

Ohio radio and television stations are in need of qualified personnel. If you would like to work in Ohio, please contact C. S. Dargusch, Jr., Ohio Association of Radio and Television Broadcasters, 33 North High Street, Columbus 15, Ohio.

Situations Wanted

Managerial

Sales manager/manager: High total local/national personal sales record four major markets, fifteen years. Factual details, administrative and sales ability, substantiated, on your desk—your request. Now employed. Confidential. Box 222C, B•T.

RADIO

Situations Wanted—(Cont'd)

Managerial

Thirty years in the radio business—fifteen years in my present location. This station has been sold and I desire to make a change. References will prove my record is one of the finest. My experience covers every department of station operations. Known by agencies and leaders in this industry. Will give personal interview at time convenient to both of us. Interested in position of general manager only and with authority to operate your property. Might consider group of stations. My present earnings approximately $15,000 per year. Married with family of two children. I will make but one more move as I have never been a "floater". Box 233C, B•T.

If you need a station manager that has a proven record of success in every field of radio, here is your man. I can give your station that boost to make it the top station in your market. My proven programming, sales ideas, station promotion and all around radio know-how is what every station owner is looking for in a manager. Including the fact that I am predominately a salesman. Interested mainly in southeast. If you are not satisfied with your radio operation, send for further details to Box 235C, B•T. All replies confidential.

Manager. Will also purchase interest in station. Well known in industry as mature, hard-hitting sales minded operator in tough western markets. Box 247C, B•T.

Announcers

Experienced announcer wishes to relocate in northeast. DJ, news, tape, good references. Formally program director of 1kw station in south. Box 176C, B•T.

I'm nothing sensational but . . . I'm capable; energetic, announcer copywriter, desiring position in smaller timer. Plenty of punch and sparkling personality. Will send resume and photo upon request. Box 201C, B•T.

Relaxed, mature, humorous DJ. First class phone, 26, married, school background. Strong on commercials, short on experience. Box 216C, B•T.

Veteran with one year experience wishes to relocate in the northeast. Box 217C, B•T.

Experienced announcer. Married—knows music. Excellent newscaster, good DJ. One year at present station. Desires to relocate. Box 221C, B•T.

2 years experience radio-tv—23—draft exempt—college grad—single—presently employed by top station in top market. Strong news, commercials, sports—ambitious, reliable—desire midwest location but will consider all replies. Prefer personal interview. Box 228C, B•T.

Experienced sportscaster desires change. Permanent for right spot. Family, references. Box 231C, B•T.

Helluva good announcer. News-sports-music. Solid experience, 27, family, reliable, employed, permanent. Box 232C, B•T.

Experience, polished staff announcer (emphasis on news) presently employed, desires to relocate in larger market preferably in east or midwest. Over two years announcing experience, backed by college degree, radio school, plus ten years radio and stage acting experience. Box 257C, B•T.

Announcer, pop disc jockey desires relocate, last employed two years southern metropolitan city where evening show enjoys top rating. Salary $100. Box 240C, B•T.

Top announcer. First phone. 12 years experience. Presently employed. Wants to relocate in northeast. Box 241C, B•T.

Experienced announcer—mature, reliable. Radio and tv. Strong on news, commercials. Highest recommendations. Seeking good market. Preferably northeast. Box 242C, B•T.

Platter spinner; sportscasting; newsman. Veteran; single; school experience. Tape on request. Box 243C, B•T.

Sportscaster—now with large eastern network tv-radio station in top ten market, wants sports minded location with play-by-play opportunities. College, vet. Top industry-sports references. Box 250C, B•T.

Staff announcer, personality. Strong on news and commercials. Will travel. Tape available. Will audition in person in midwest. Draft exempt. Box 253C, B•T.

Hillbilly DJ, 1 year experience—employed now at 5000 watt station—desire relocation—22—married-hard worker—reliable—good references—available December 1, 1956. Box 254C, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer, salesman, copywriter, mature network type voice, sell station on street, write hard sell copy. Available immediately. Write, wire Jay Benjamin, 2001 Chenevert, Houston, Texas.

Deejay, sells, appeals, entertains. News. Married. Conscientious. Roy Pall Boesch, WESB, Bradford, Pennsylvania.

Technical

Chief engineer, 20 years experience. 5kw, am, directional arrays, 10kw, fm. Box 244C, B•T.

Ambitious young man with 2nd class license who wants to work and progress. 2 years technical school and 2 years tv service. Ray Bour, 5636 N. Ashland, Chicago, Illinois.

First phone diplomas from two radio schools. Attended Port Author College. Married, two children. Age 31. Want permanent job. Some experience as hillbilly DJ. Three years experience. Write Box 168, Marble Hill, Missouri, or call BE 8-2930 or BE 8-2330. L. H. Estes.

Programming-Production, Others

Skip it unless you can exploit the best in news direction plus standout voice and personality. Box 133C, B•T.

Program director . . . thorough background all phases . . . seeks permanent position . . . coast preferred . . . available now. Box 207C, B•T.

Program or sports director or both, am 30, married, college grad. In radio 6 years as announcer, sportscaster (play-by-play), program director and manager. Currently PD. Desire permanency. Box 237C, B•T.

TELEVISION

Help Wanted

Salesmen

Midwestern vhf full power NBC station, 200,000 set market has opening for aggressive salesman interested in growing responsibilities. Send details and picture to Box 226C, B•T.

NBC full-power station in central U.S. has immediate opening in sales for a man qualified to handle national and network sales. Opportunity unlimited as to salary and future. Important position. Send complete details to Box 238C, B•T.

TELEVISION

Help Wanted—(Cont'd)

Salesmen!! We are not in the largest market in the country but we operate as though we were, and on a most rewarding level. If you're tired of knocking heads against walls, look into this very progressive station with a good future. We need two sincere, knowing salesmen. Or if you've just finished college and show signs of promise, we will train you. By all means if you are willing to work hard and see your personal labors bring results, look into this opportunity with a fine three station company. Full details and income requirements, pic if possible, first letter. Box 249C, B•T.

We have an opening in television sales for an experienced advertising-minded and trained man. Local advertisers need counseling and guidance on ways and methods of using tv. Station provides a complete advertising service, which includes writers, artist and photography. Send complete details with photo. Salary and commission arrangement. Good opportunity. WTHI-TV, Terre Haute, Indiana.

Have opening for aggressive salesman in excellent two station market. NBC affiliation. Salary and commission. Radio sales background a must. Contact Sales Manager, WTVO, Rockford, Illinois.

Technical

Transmitter supervisor, maximum power network vhf Pacific northwest, must be good planner sharp on maintenance. Box 177C, B•T.

Technician—strong on maintenance, studio or transmitter. Days: Monday through Friday. Box 215C, B•T.

Wanted: One transmitter engineer. One studio engineer. Two cameramen, needed for extended program schedule. Write or wire—Tri-State Television, Inc., 2000 Lincoln Tower, Fort Wayne 2, Indiana.

Programming-Production, Others

News editor needed for full-power NBC station. Central United States. Experienced. Supervise department. Outstanding opportunity in good market. Write Box 237C, B•T.

Director and cameraman wanted for major vhf in southwestern area. Apply to Box 252C, B•T.

Cameraman with first class ticket wanted. Must be available for personal interview. Write first, PD Doug Sherwin, KGLO-TV, Mason City, Iowa.

Experienced continuity writer, farm background preferred. Forward copy samples and complete resume with salary requirements to Larry Robinson, KGLO-TV, Mason City, Iowa.

ANNOUNCERS WANTED!

Yes, announcers are wanted—announcers with first class tickets. If you are ambitious to increase your earning power—or a beginner who needs that first big break—a first class FCC license is your ticket to success. Grantham School of Electronics, a nationally famous school *specializing* in FCC license training can prepare you *quickly* and *easily* to pass that all-important FCC examination.

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If you should fail the FCC exam after finishing our course, we guarantee to give you additional training at NO ADDITIONAL COST.

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Desk W-2A
821 19th St., N.W., Washington 6, D. C.

OR

Desk H-2A
1505 N. Western Ave., Hollywood 27, Calif.

Please send me your free booklet, telling how I can get my FIRST CLASS FCC license quickly. I understand there is no obligation and no salesman will call.

Name_____

Address_____ City_____ State_____

TELEVISION

Situations Wanted

Managerial

Tv-radio manager . . . sales manager . . . trouble shooter. Mature, hard-hitting, sales and promotional minded working operator. Qualified to assume multiple responsibilities, lowering costs, increasing net. Tops in employee relations, film buying, national contacts. Box 248C, B•T.

Technical

Engineer, 1st phone, 4 years broadcast experience. Desire tv studio work, prefer southeast. Box 245C, B•T.

Programming-Production, Others

Television program manager available immediately. Eight years vhf experience. Box 127C, B•T.

Film director-editor. 7 years commercial tv experience. Will accept network affiliated stations only. Available on 2 weeks notice. Box 223C, B•T.

Call all stations! Be on lookout for experienced director! Description: Capable, ambitious, talented. Further clues Box 230C, B•T.

FOR SALE

Stations

For sale: Kilowatt am in northwest college town. Full price $50,000.00, ½ down, ½ terms. Write 234C, B•T.

Mid-south daytimer, $75,000 with $20,000 down and balance spread over 5 years. Paul H. Chapman Company, 84 Peachtree, Atlanta.

South Florida, agricultural area, within an hour of fishing spots and beaches. Station priced $35,000. Some terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Broadcast station. College city. Large non-sectarian college plus private military academy. Enrollment exceeds 2,500 City population 15,000. Single station market. Ralph Erwin, Broker.

WE NEED YOU

Middle west 50,000 watt radio station with full power VHF sister TV station has opening for a capable air personality. If you have been successful in handling ad libbed music shows, selling on the air and have a good appearance with a pleasing personality there is an excellent opportunity for you in this position. If you drink to excess and are not dependable do not apply.

Send picture, audition tape or disc and personal history to

Box 251C, B•T

FOR SALE—(Cont'd)

Stations

Vhf television. I have select television property available. Vhf only. Inquiries invited from principals only. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Texas county seat. City more than 12,000 people. Mild-climate area. Daytimer. Single station market. Ralph Erwin, Broker.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment

Western Electric 10 kw fm transmitter. Recently completely overhauled and in first class condition. Includes Gates remote control and set FCC spares. Write or wire Box 964A, B•T.

Microwave system—RCA 0.1 watt complete, handles color and audio, good condition. Write 118C, B•T.

For sale: Three Gates sampling loops M-3283, like new. New price $95.00 each. Our price $65.00 each. Contact WDEV, Waterbury, Vermont.

Will sell or trade Federal Telephone fm radio transmitter—3kw—with 300 ft. coax cable and monitor. Need audio equipment. Phone WETO, or C. L. Graham, Gadsden, Alabama. Liberty 6-1614.

Truscon type D-30 self-supporting tower, height 150 feet, weight 17,000 pounds, has maximum height of 492 feet. Used 1946-1951 with three bay RCA turnstile. Make us an offer. WOPI, Inc., Bristol, Tenn. Immediate delivery.

For sale: Raytheon #291-A-BBA HV plate transformer 2750V @ 1.25A, primary 210-220-230V. Never used since rewound. $225. F.O.B., WRCS, Ahoskie, N. C.

RCA BTA-1L 1kw transmitter complete one set tubes, crystal 1480kc wired for remote control operation. Also Rust BTR-5AX remote control unit including R1-108-13A two meter panel to read modulation and frequency at studio. Both excellent condition currently in operation WLOK, Memphis. 5kw power increase necessitates sale. Priced as package both for $4,000, or separately, transmitter $3,150 and remote $1,050. Cash sale. Write Stanley Ray, OK Group, 505 Baronne Street, New Orleans, La.

Keep working capital free. Lease needed studio, transmitter, office fixtures, aircraft, '57 autos, etc. Anywhere U. S. A. Gene O'Fallon & Sons, Inc., 639 Grant, Denver. AM 6-2397.

Magnecord PT6BAHN (binaural-mfrs. new equipment warranty) $614.50. Presto recording equipment—used—good condition. 2—88A amplifiers, 50 watts, each $75.00. 2 8N turntables mounted in 12A table, equipped with 1-C cutters, both $500. 1—K-10 recorder—$150.00. All prices subject to prior sale F.O.B., Washington, D. C. U.S. Recording Co., 1121 Vermont Avenue, N.W., Washington 5, D. C.

Transmitter, 500 watt, RCA type 500-B; complete set of spare tubes, spare condensers and transformer. Excellent for standby or Conelrad. First reasonable offer takes it. Telecom, 82 Lower Main Street, Matawan, New Jersey.

Two tower radios 310 feet, guyed, manufactured by Blaw-Knox and Lingo, good condition with lighting and coaxial cable, 5 radar speed meters, portable, electromatic, good condition. If interested contact Mr. R. J. Lafoon, State Division of Purchase and Printing, Box 1199, Richmond, Virginia.

WANTED TO BUY

Stations

Radio station wanted in small midwestern town. Brokers welcome. Replies confidential. Box 225C, B•T.

Alert, young radio-tv executives, seek single multiple properties. Network station experience. Good market. Box 239C, B•T.

WANTED TO BUY—(Cont'd)

Equipment

Wanted: 2—Western Electric 23 or similar consoles. 250 watt transmitter. All may be in poor condition. Box 220C, B•T.

Wanted 3 or 5kw fm transmitter, also station monitors. Write complete description. Box 256C, B•T.

Wanted 7D 21 tubes, new used two (2) channel console, KCFM, 532 DeBaliviere Blvd. (12), St. Louis, Missouri.

Wanted: Acetate disc recorder in good condition. Also two used remote amplifiers. Jim Miller, WMOO, Milford, Mass.

Wanted: Used 3 or 6-bay antenna for Channel 3, 5 to 50 kw; used 6 or more bay antenna for Channel 12, 5 to 50 kw, Hector Balcazar, Apartado 1762, Mexico, D. F.

BUSINESS OPPORTUNITIES

Radio and tv sales and service, N.C. Calif. Handles all leading makes. Important franchises held. Population increasingly rapidly. Excellent buy. Dept. 23732, Chas. Ford & Assoc., Inc., 6425 Hollywood Blvd., Los Angeles, Calif.

Radio and tv repair, So. E. Florida. Handles radio and tv repairs; also cameras and record players. Excellent location in expanding community. Good profits and potential. Dept. 8063, Chas. Ford & Assoc., Inc., 6425 Hollywood Blvd., Los Angeles, Calif.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.

FCC first phone license tutoring. Concentrated speed course. Monty Koffer, 743 Hendrix Street, Brooklyn, N. Y. Phone, 4-6 p.m., CL 7-1366.

RADIO

Help Wanted

Salesmen

SALES ENGINEERS

Broadcast equipment manufacturer has openings for sales engineers in various territories to travel and call on radio stations as well as for non-traveling positions for sales engineers in midwest home office. Technical radio background is essential, preferably as Chief Engineer of AM radio station. These are permanent positions with a future with a growing company. Please send complete resume and photo to

Box 753A, B•T

Announcers

ANNOUNCER

Staff announcer who will also do football and basketball play-by-play on 2 man sports staff for NBC Radio-Television station in deep South. Great opportunity. Send letter, tape and photo and we'll telephone you for interview. Box 139C, B•T

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

IMMEDIATE OPENING

News Director—Top flight local newsman who knows what makes news in a smaller but very active market. Aggressive hard worker for station which believes in local news.

Farm Director—To administer outstanding Farm Program. Unique farm program format allows us to consider man either with successful farm program background or man with light farm experience but sincere interest. However, must have staff experience.

DJ—Down to earth DJ with something to say. No screwball approach. Sincerity and friendliness builds audience here.

All openings created when men were moved up into metropolitan jobs with our best wishes and good will. These were fine men. Can you replace one of them? Send full resume and photo to Box 227C, B•T

Situations Wanted

Announcers

AVAILABLE
DYNAMIC
ROCK AND ROLL DJ
INTERVIEW . . . TAPE
BOX 218C, B•T

FOR SALE

Equipment

TV ANTENNA

For sale, TV Antenna RCA type TF-6AH, Channel 12. Also, 480 feet of 3⅛ inch transmission line type MI-19113-B1. Available immediately. Call or write Morris Barton, Chief Engineer, KSLA-TV, Shreveport, Louisiana.

FOR SALE

2 Federal FTL 27 B microwave systems—complete with 10 ft. Parabolic antennas.

Make an offer

600 Channel 8 Yogi Antennas with Transformers. Will sell complete lot of 600 or in lots of 100. Attractive Price.

Address inquiries to
Chief Engineer
WOOD-TV
Grand Rapids, Michigan

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Continues from page 106

WIND-AM-TV Chicago, Ill.—Seeks assignment of am license and tv cp to **Westinghouse Bcstg. Co.** for $5.3 million. Westinghouse owns **KDKA-AM-FM-TV Pittsburgh, WBZ-AM-TV Boston, KYW-AM-FM-TV Cleveland, WBZA Springfield, Mass.; WOWO Fort Wayne, Ind.; KEX Portland, Ore., and KPIX (TV) San Francisco.** Filed Oct. 11.

WFBM-AM-TV Indianapolis, Ind.; WFDF Flint, Mich.; WOOD-AM-TV Grand Rapids, Mich., and **WTCN-AM-TV Minneapolis, Minn.**—Seeks voluntary transfer of control from **Consolidated Television & Radio Broadcasters (H. M. Bitner** and family) to **Collier Bcstg. Co.,** subsidiary of Crowell-Collier Pub. Co., for approximately $16 million. Crowell-Collier acquisition of **KFWB Los Angeles, Calif.** (approved by FCC), expected to be completed this month. Filed Oct. 12.

KCLO Leavenworth, Kan.—Seeks assignment of license to **George Basil Anderson** and **Florence L. Anderson,** partnership d/b as **Leavenworth Bcstg. Co.,** for $46,500. Mr. Anderson owns **KLIR Denver, KJRG Newton, Kan.,** and **KJSK Columbus, Neb.** Filed Oct. 17.

WLOC Munfordville, Ky.—Seeks transfer of control through sale of stock to local citizens. Filed Oct. 9.

WGHN Grand Haven, Mich.—Seeks acquisition of positive control by **Hilbert F. Wulf** through purchase of 15% stock from **Joseph F. Deeb.** Mr. Wulf, present 40% owner, will own 55%. Filed Oct. 9.

KBUN Bemidji, Minn.—Seeks assignment of license from **Butler Bcstg. Co.** to **Paul Bunyan Bcstg. Co.** for $65,000. **J. W. Potter Co.** and Potter interests (*Rock Island, Ill. Argus*), owners of Paul Bunyan Bcstg., own controlling interest, **WHBF-AM-FM-TV Rock Island, Ill.** Filed Oct. 11.

WGAT Utica, N. Y.—Seeks assignment of license from **J. Eric Williams** d/b as **Central Bcstg. Co.,** New Hartford, N. Y., to **Star Bcstg. Co.** for $85,000. Star is licensee of **WGVA Geneva, N. Y.,** and owner, **WBBF-AM-TV Rochester, N. Y.** Filed Oct. 12.

WYSR Franklin, Va.—Seeks assignment of cp from **S. L. Goodman** to **WYSR Inc.,** of which Mr. Goodman is sole owner. Filed Oct. 17.

WFRV-TV Green Bay, Wis.—Seeks transfer of control of **Neenah-Menasha Bcstg. Co.** (parent corporation of licensee) from **Clayton Ewing, S. N. Pickard, F. J. Lenfesty** and **George E. Bills** to **Clayton Ewing, S. N. Pickard** and **George E. Bills** as voting trustees. Corporate change. Filed Oct. 16.

WNAM Neenah, Wis.—Seeks transfer of control from **Clayton Ewing, S. N. Pickard, F. J. Lenfesty** and **George E. Bills** to **Clayton Ewing, S. N. Pickard** and **George E. Bills** as voting trustees. Corporate change. Filed Oct. 16.

WPLY Plymouth, Wis.—Seeks acquisition of negative control by **Milton Maltz** and **Robert Wright** through acquisition of 5% subscription stock from **Samuel Rieder.** Mr. Maltz and Mr. Wright will each own 50%. Filed Oct. 11.

WPRE Prairie du Chien, Wis.—Seeks transfer of control from **Thomas Gallagher** and **Edwin Erdman** to **W. C. Schlaugat Jr.** for $5,000. Mr. Schlaugat is sec.-treas. and gen. mgr. of WPRE. Filed Oct. 11.

KVOC Casper, Wyo.—Seeks assignment of license to **William F. Shutts** and **Duane W. Simons** d/b as **KVOC Bcstg. Co.** through sale of 52% interest held by **Hanway-Perry** group for $45,000. Mr. Shutts and Mr. Simons are present 48% owners. Filed Oct. 12.

WANTED TO BUY

Equipment

FM TRANSMITTER

3 to 10 kw, complete, for cash. Send all details, condition and price. Box 255C, B•T.

INSTRUCTION

FCC 1st PHONE LICENSES
IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

Hearing Cases . . .

FINAL DECISIONS

KYAT (TV) Yuma, Ariz.—FCC announced its memorandum opinion and order of Oct. 11 which granted motion to strike untimely-filed exceptions of protestant Valley Telecasting Co. (KIVA [TV] ch. 11, Yuma, Ariz.) and gave notice that initial decision of Aug. 6 confirming FCC's Jan. 25 grant of cp to Wrather-Alvarez Bcstg. Inc., for new tv (KYAT [TV]) to operate on ch. 13 in Yuma, became effective Sept. 17. Commissioner Hyde issued dissenting opinion. Announced Oct. 12.

Colorado Springs, Manitou Springs, Colo.—FCC by order of Oct. 10, made effective immediately initial decision and granted applications of Taylor Bcstg. Co. for new am to operate on 1460 kc, 1 kw D, in Colorado Springs and Garden of the Gods Bcstg. Co. for new am on 1490 kc, 100 w unl., in Manitou Springs. Announced Oct. 10.

WEBB Dundalk, Md.—FCC by order of Oct. 10, made effective immediately initial decision, as mod., and affirmed FCC's April 11 grant to 1360 Bcstg. Co. to increase D power of station WEBB from 1 to 5 kw, change DA system and change station location from Dundalk to Baltimore, Md., continuing operation on 1360 kc DA-D, and rescinded postponement of effective date of such grant. Announced Oct. 10.

INITIAL DECISION

Howell, Mich.—Hearing Examiner Herbert Sharfman issued initial decision looking toward grant of application of M. H. Wirth, d/b as Livingston Bcstg. Co. for new am to operate on 1350

A REAL OPPORTUNITY NOW

New York—Chicago—Norfolk—Wilmington—Plattsburgh
Indianapolis—Georgetown—And another major market

Unlimited possibilities for advancement in major markets with a rapid growing radio-TV chain continuously expanding by purchasing, building new facilities and increasing power.

- **Assistant Managers who can advance to the top**
- **Sales Manager & Salesmen with proven experience**
- **Announcers—Top-flight personalities**
- **Combination Engineer-Announcers**
- **Engineers—With or without experience**

Send resume to Tim Crow, Rollins Broadcasting-Telecasting, Inc., Wilmington, Delaware

kc, 500 w D, in Howell. Announced Oct. 15.

OTHER ACTIONS

WGMS-AM-FM Bethesda, Md.-Washington, D. C.—By order of Oct. 10, and on its own motion, FCC extended from Oct. 12 to Nov. 12 time for license and cp of WGMS Bethesda and WGMS-FM Washington, to be restored by RKO Teleradio Pictures Inc., to The Good Music Station Inc., pursuant to FCC order released Sept. 13 in staying July 18 assignment grant pending determination of protest by Lawrence M. C. Smith. Announced Oct. 11.

Laurel, Pachuta, Miss.—FCC by memorandum opinion and order of Oct. 10, (1) granted petition of Laurel Television Co., Laurel, to delete issue regarding possibility of its ant. creating menace to aerial navigation; (2) denied its appeal from examiner's ruling refusing to accept amendment to its programming proposals, and (3) denied its petition to enlarge issues to determine financial qualifications of Mississippi Bcstg. Co. (WCOC-TV), Pachuta. Both applications for ch. 7 are in comparative hearing. Announced Oct. 10.

Providence, R. I.—FCC by order of Oct. 10, denied motion by Ch. 16 of Rhode Island Inc. (WNET [TV] ch. 16), Providence, protestant, requesting deferral of further proceedings on applications of Cherry & Webb Bcstg. Co. for tv to operate on ch. 12 in Providence and for special temporary authority for WPRO-TV Providence, pending judicial determination of questions raised in its appeal in Court of Appeals or until court renders its decision in Federal Bcstg. System Inc. v. FCC. Commissioner Craven abstained from voting. Announced Oct. 10.

Routine Roundup . . .

October 10 Decisions

RENEWAL OF LICENSE

KPST Preston, Idaho; KCYL Lampasas, Tex.; KKOG Ogden, Utah; KHFM (FM) (and SCA) **Albuquerque, N. M.; KJLT North Platte, Neb.; KABQ Albuquerque.**

October 11 Decisions

USE OF TELEVISION TEST SIGNALS

1. FCC has under consideration institution of rule-making proceeding for purpose of adopting standard test signal to be transmitted by television broadcast stations.

2. Commission believes that it would be helpful in meantime if television stations are authorized, without further specific authority, to transmit test signals during programming. Such test transmissions can be used for purpose of developing and testing feasibility of method employed and will be of assistance in preparation of comments and data in such rule-making proceedings as may be instituted. Station licensees are cautioned, however, that specifications of any test signal which may be adopted will be determined after rule-making and equipment which may be used under this test authorization may be rendered obsolete as result of the final specifications adopted.

3. Transmission of test signals during program time pursuant to this notice shall not interfere with synchronization nor degrade quality of picture reception. Minor departures from signal specifications prescribed by rules are permitted.

4. Television broadcast stations are authorized to conduct test transmissions in accordance with foregoing for period ending Jan. 15, 1957. Stations originating test signals under this experimental authorization are requested to notify the Commission. Adopted Oct. 10. Announced Oct. 11.

PROPOSED REVISION OF PRACTICE AND PROCEDURE RULES

FCC invites comments by Nov. 15 to rule-making proposal to revise completely its practice and procedure rules (Part 1) in accordance with current concepts determined by public interest, administrative expediency, recent legislation and court decisions. Proposed redraft was preceded by conferences with and comments from Federal Communications Bar Assn.

Part 1 would be broken down into rules which apply to all services generally and those which are applicable to single services only.

Thus, Subparts A, B, and C would deal, in that order, with general rules, hearing and decision practice and procedure, and rule-making practice and procedure.

Subpart D would concern broadcast practice and procedure exclusively.

Subpart E would pertain to common carrier practice and procedure.

Subpart F would embrace safety and special radio services practice and procedure.

Because of its bulk, mimeographed copies of proposed rule-making will not be distributed by Commission, but reference copies may be inspected at the Commission's Washington office. It will appear in early issue of *Federal Register*, date of which will be announced as soon as can be determined. (Commissioner Mack absent.) Announced Oct. 11.

October 11 Applications

ACCEPTED FOR FILING

Modification of Cp

KHOT Madera, Calif.—Seeks mod. of cp (as mod. which authorized new am) to extend completion date from 11-1-56 to 12-15-56.

KECC Pittsburg, Calif.—Seeks mod. of cp (as mod. which authorized increase power, install new trans. and change to DA-2) for extension of completion date.

WKYT (TV) Owensboro, Ky.—Seeks mod. of cp to extend completion date to 5-15-57.

WBOC-TV Salisbury, Md.—Seeks mod. of cp to extend completion date to 4-1-57.

WPAG-TV Ann Arbor, Mich.—Seeks mod. of cp to extend completion date to 3-10-57.

KOSA-TV Odessa, Tex.—Seeks mod. of cp to extend completion date to 5-16-57.

WPRA Mayaguez, P. R.—Seeks mod. of cp (which authorized changes in ground system) to extend completion date.

KSHO-TV Las Vegas, Nev.—Seeks mod. of cp to extend completion date to 4-1-57.

WTOV-TV Norfolk, Va.—Seeks mod. of cp to extend completion date.

WHYN-TV Springfield, Mass.—Seeks mod. of cp to extend completion date to 5-3-57.

KTVI (TV) St. Louis, Mo.—Seeks mod. of cp to extend completion date to 5-9-17.

License to Cover Cp

KUMA Pendleton, Ore.—Seeks license to cover cp which authorized change frequency, increase power, change hours, install new trans. and DA.

WPUV Pulaski, Va.—Seeks license to cover cp which authorized change power from 5 kw, 500 w (Canadian Restricted) to 5 kw, 1 kw D (Canadian Restricted hours after sunrise and before sunset).

Bishop, Calif.—James R. Oliver seeks license to cover cp which authorized new tv translator station.

RENEWAL OF LICENSE

KPOP Los Angeles, Calif.; KDON Salinas, Calif.; KFMU (FM) Glendale, Calif.; KWOW Pomona, Calif.; KSTN Stockton, Calif.

RENEWAL OF SCA

KFMU (FM) Glendale, Calif.

REMOTE CONTROL

KAGT Anacortes, Wash.; WAGA Atlanta, Ga.

October 12 Decisions

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

KAKJ (TV) Reno, Nev.—Granted petition by Broadcast Bureau for extension of time to Oct. 19 to file response to petition by Nevada Telecasting Corp. in proceeding involving revocation of cp for its station KAKJ (TV) (ch. 4), Reno, which petition requested waiver of rule and permission to transfer control of KAKJ, reconsideration of show cause order and grant without hearing, and immediate grant of assignment of cp. Action Oct. 9.

Jacksonville, Fla.—Granted petition by Florida-Georgia Television Co., for extension of time to Oct. 22 to file opposition to Jacksonville Bcstg. Corp.'s petition for rehearing, reconsideration and reopening of the record, etc., in Jacksonville (ch. 12) proceeding. Action Oct. 9.

Lakeland, Fla.—Granted petition by Broadcast Bureau for extension of time to Oct. 10 to file response to petition by Polk Radio Inc., Lakeland, to enlarge issues in am proceeding. Action Oct. 9.

By Chief Hearing Examiner James D. Cunningham

WKXY Sarasota, Fla.—With consent of all parties, ordered that Hearing Examiner Herbert Sharfman in association with Hearing Examiner James D. Cunningham will prepare initial decision in proceeding on application of Sarasota Bcstg. Co. for mod. of cp of station WKXY Sarasota, Fla. Action Oct. 9.

Rockford, Ill.—Scheduled hearing on Dec. 11 on application of Town & Country Radio Inc., for new am in Rockford. Action Oct. 8.

Plainview Station, Tex.—Scheduled hearing on Dec. 11 on applications of Plainview Radio, Plainview, and Star of the Plains Bcstg. Co., Slaton, for cps for new ams. Action Oct. 8.

By Hearing Examiner Herbert Sharfman

Anadarko, Okla.—Issued statement and order following prehearing conference on Oct. 3 on application of Indian City Bcstg. Co. for cp for new am station in Anadarko, setting dates of Oct. 19 for applicant to furnish proposed exhibits, Oct. 31 for start of evidentiary hearing, Oct. 26 for Broadcast Bureau to notify applicant of desire to cross-examine its engineer, and Oct. 23 for applicant to advise of plans to call other witnesses. Action Oct. 9.

Milford, Conn.—By memorandum opinion and order, denied motion by James W. Miller for leave to amend application and rejected proposed amendment to his am application for new station in Milford, which is in consolidated hearing. Action Oct. 9.

By Hearing Examiner James D. Cunningham

WWBZ Vineland, N. J.—Ordered further hearing on Dec. 17 on application of Community Bcstg. Service Inc., for renewal of license of WWBZ. Action Oct. 10.

By Hearing Examiner Jay A. Kyle

Prairie du Chien, Wis.—Ordered prehearing conference on Oct. 12 on application of Prairie Bcstg. Co. (WPRE), Prairie du Chien. Action Oct. 9.

By Hearing Examiner Hugh B. Hutchison

Mayaguez, P. R.—Issued statement and order governing course of procedure of Mayaguez tv ch. 3 proceeding, with taking of testimony to start Oct. 29. By order, denied petition by Sucesion Luis-Pirallo Castellanos requesting that hearing be held in Mayaguez. Action Oct. 9.

By Hearing Examiner Herbert Sharfman

Howell, Mich.—Corrected record in proceeding on am application of Livingston Bcstg. Co., Howell, as suggested by applicant. Action Oct. 11.

GENERAL ACTIONS

Seattle, Wash.—By Order of Oct. 8, FCC made editorial changes in Sect. 7.306(b) of its rules to correct that portion of frequency table dealing with Seattle, Wash., area by listing, in fourth column, frequency 2430 kc instead of incorrect frequency 2432 kc, effective Oct. 15.

October 12 Applications

ACCEPTED FOR FILING

Modification of Cp

WMBR-FM Jacksonville, Fla.—Seeks mod. of cp (which authorized changes in licensed station) for extension of completion date.

KOAT-TV Albuquerque, N. M.—Seeks mod. of cp (as mod. which authorized new tv) to extend completion date to 4-1-57.

WBIR-TV Knoxville, Tenn.—Seeks mod. of cp (as mod. which authorized new tv) to extend completion date to 5-1-57.

License to Cover Cp

WNPT Tuscaloosa, Ala.—Seeks license to cover cp which authorized increase D power and install new trans. for D operation.

KOKY Little Rock, Ark.—Seeks license to cover cp which authorized new am and specify studio location and operate trans. by remote control.

KLEC Jonesville, La.—Seeks license to cover cp which authorized new am.

WBOC Salisbury, Md.—Seeks license to cover cp which authorized increase D power, install new trans. and change from DA-N to DA-2.

WCRB-FM Waltham, Mass.—Seeks license to cover cp (as mod. which authorized changes in licensed station).

WCTC-FM New Brunswick, N. J.—Seeks license to cover cp which authorized changes in licensed station.

WLSU (FM) Baton Rouge, La.—Seeks license to cover cp to make changes in licensed educational station, change ant. system.

KFRE-TV Fresno, Calif.—Seeks license to cover cp (as mod. which authorized new tv).

Renewal of License

KRE-FM Berkeley, Calif.; KRED (FM) Eureka, Calif.; KMYC-FM Marysville, Calif.; KWIZ-FM Santa Ana, Calif.

SCA

KELE (FM) Phoenix, Ariz.

October 15 Applications

ACCEPTED FOR FILING

Modification of Cp

WPAC Patchogue, N. Y.—Seeks mod. of cp (which authorized increase power, install new trans., change trans. location and install directional ant.) for extension of completion date.

KREX-TV Grand Junction, Colo.—Seeks mod. of cp to extend completion date to 12-1-56.

WGBI-TV Scranton, Pa.—Seeks mod. of cp to extend completion date to 5-1-57.

License to Cover Cp

KGRO Gresham, Ore.—Seeks license to cover cp which authorized new am.

License to Cover Cp Resubmitted

WJSB Crestview, Fla.—Seeks license to cover cp which authorized change frequency, increase power, change hours of operation, install new trans., increase ant. height, change applicant name and change type trans.

RENEWAL OF LICENSE

KGST Fresno, Calif.; KCMJ Palm Springs, Calif.

RENEWAL OF LICENSE RETURNED

KCOY Santa Maria, Calif. (wrong dates).

October 16 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of October 12

WSFA-TV Montgomery, Ala.—Granted license for tv (ch. 12); specify studio location.

KWWL-TV Waterloo, Iowa—Granted cp to replace expired cp which authorized new tv.

WEAU-TV Eau Claire, Wis.—Granted cp to change ERP to 310 kw vis., 155 kw aur., install new ant. system and make other equipment changes, ant. 893 ft.

WINT Waterloo, Ind.—Granted mod. of cp to change ERP to 302 kw DA vis., 162 kw DA aur., change type ant. and make other equipment changes, ant. 861 ft.

KSTF Scottsbluff, Neb.—Granted mod. of cp

to change trans. and studio location; change ERP to 11.2 kw vis., 5.62 kw aur., make ant. and other equipment changes, ant. height 240 ft.

Following were granted extensions of completion dates as shown: **WNBE-TV New Bern, N. C.**, to 4-9-57; **WHYN-TV Springfield, Mass.**, to 5-3-57; **WTHS-TV Miami, Fla.**, to 5-11-57; **WBUF (TV) Buffalo, N. Y.**, to 5-9-57; **WBOC-TV Salisbury, Md.**, to 4-1-57; **KTVI (TV) St. Louis, Mo.**, to 5-9-57; **WESH-TV Daytona Beach, Fla.**, to 4-27-57; **KECC Pittsburg, Calif.**, to 1-2-57, conditions.

Following were granted authority to operate trans. by remote control: **WYVE Wytheville, Va.**; **WDBJ Roanoke, Va.**; **KUEN Wenatchee, Wash.**

Action of October 11

WCBC-TV Anderson, Ind.—Granted extension of completion date to 4-16-57.

Actions of October 10

KTIV (TV) Sioux City, Iowa—Granted license for tv (ch. 4).

WSBT-TV South Bend, Ind.—Granted license for tv (ch. 34).

KYTV (TV) Springfield, Mo.—Granted license for tv (ch. 3).

KRBC-TV Abilene, Tex.—Granted license for tv (ch. 9) ERP 27.5 kw vis., 13.8 kw aur.

WNCT (TV) Greenville, N. C.—Granted license for tv (ch. 9).

WDXI-TV Jackson, Tenn.—Granted license for tv (ch. 7) and change description of trans. location.

WSAU-TV Wausau, Wis.—Granted license for tv (ch. 7) ERP 100 kw vis., 60.3 kw aur.

KOTV (TV) Tulsa, Okla.—Granted license covering changes in tv (ch. 6).

KHCA (TV) Los Angeles, Calif.—Granted license covering changes in facilities of tv (ch. 4); ERP 42.7 kw vis., 21.4 kw aur.

WJAR-TV Providence, R. I.—Granted license covering changes in facilities of tv (ch. 10); ERP 316 kw vis., 158 kw aur.

KCTE-TV St. Paul, Minn.—Granted mod. of cp to change ERP to 100 kw vis., 50 kw aur., install new trans. and make other equipment changes, ant. 620 ft.

WPAG-TV Ann Arbor, Mich.—Granted extension of completion date to 3-10-57.

KAGT Anacortes, Wash.—Granted authority to operate trans. by remote control.

Actions of October 9

WAGM-TV Presque Isle, Me.—Granted STA to operate commercially on ch. 8 for period ending Nov. 10.

KFSA-FM Fort Smith, Ark.—Granted assignment of license to Fort Smith Bcstg. Co.

Following were granted licenses for am stations: **KOLY Mobridge, S. D.**; **KMRS Morris, Minn.**; **WBRG Lynchburg, Va.**; **KLLA Leesville, La.**; **WTRA Latrobe, Pa.**; **KPOK Scottsdale, Ariz.**, condition; **WEND Baton Rouge, La.**, condition.

WHIS Bluefield, W. Va.—Granted license covering installation of new trans., decrease N power to 500 w, change from DA-N to non-DA.

WTUX Wilmington, Del.—Granted license covering increase in power.

WOKW Sturgeon Bay, Wis.—Granted license covering change facilities and install new trans.; condition.

WOBS Jacksonville, Fla.—Granted license covering increase power; install new trans.

KSWS-TV Roswell, N. M.—Granted mod. of cp to change ERP to 182 kw aur., install new trans., and make other equipment changes, ant. 1,790 ft.

KYNG Coos Bay, Ore.—Granted mod. of cp to make changes in ant. system (increase height) and specify studio location and remote control point.

Following were granted extensions of completion dates as shown: **WPRA Mayaguez, P. R.**, to 1-8-57, condition; **WNAO-TV Raleigh, N. C.**, to 2-1-57; **WTVK (TV) Knoxville, Tenn.**, to 4-19-57; **KAVE-TV Carlsbad, N. M.**, to 2-24-57; **WXYZ-TV Detroit, Mich.** (Main Trans. & Ant.), to 5-1-57; **WXHR Cambridge, Mass.**, to 11-15.

WAGA Miami Beach, Fla.—Granted authority to operate auxiliary trans. by remote control while using non-DA.

Actions of October 8

Following were granted licenses for am stations: **WBLU Salem, Va.**; **WCYN Cynthiana, Ky.**; **WFIS Fountain Inn, S. C.**

KFMB San Diego, Calif.—Granted license covering change from DA-1 to DA-N.

WARK Hagerstown, Md.—Granted license covering installation of new ant. and increase height.

WVOK Birmingham, Ala.—Granted license covering erection of new SW tower of DA array, increase in height of tower to support proposed tv ant. and side-mount fm ant. at top of tower; condition.

KFTM Fort Morgan, Colo.—Granted license covering change in facilities; condition.

KBNZ La Junta, Colo.—Granted cp to change ant.-trans. location.

WAGM-TV Presque Isle, Me.—Granted mod. of cp to change ERP to 58.9 kw vis., 30 kw aur., install new trans. and DA system and make other equipment changes.

KRCK Ridgecrest, Calif.—Granted mod. of cp to change type trans., specify studio location as 350 West Ridgecrest Blvd., Ridgecrest, Calif., and operate trans. by remote control.

WGHF Newtown, Conn.—Granted mod. of cp of fm station to change ant. to 500 ft.; station location to Brookfield, Conn.; change trans. location and studio location and change ant. system.

October 16 Applications

ACCEPTED FOR FILING

Modification of Cp

WRMF Indialantic-Melbourne, Fla.—Seeks mod. of cp (which authorized new am) for extension of completion date.

KAGT Anacortes, Wash.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WOPT (TV) Chicago, Ill.—Seeks mod. of cp (which authorized new tv) for extension of completion date to 4-16-57.

WRAY-TV Princeton, Ind.—Seeks mod. of cp (which authorized replacement of expired cp for new tv) to extend completion date to 4-16-57.

WCKG (TV) New Orleans, La.—Seeks mod. of cp (which authorized new tv) to extend completion date to 2-15-57.

WCAN-TV Milwaukee, Wis.—Seeks mod. of cp (as mod. which authorized new tv) to extend completion date to April 1957.

License to Cover Cp

KWYN Wynne, Ark.—Seeks license to cover cp which authorized new am.

KXLA Pasadena, Calif.—Seeks license to cover cp which authorized trans. move and change type of trans.

WALY Herkimer, N. Y.—Seeks license to cover cp which authorized new am.

WHYY Philadelphia, Pa.—Seeks license to cover cp which authorized changes in licensed educational station, specify studio location as 1622 Chestnut St., Phila.

RENEWAL OF LICENSES

KBIG Santa Catalina Island, KBIS Bakersfield, Calif.; KCHJ Delano, Calif.; KFI Los Angeles, Calif.; KCBQ San Diego, Calif.; KMJ-FM Fresno, Calif.; KNOB (FM) Long Beach, Calif.; KBEE-FM Modesto, Calif.; KEDO (FM) Ontario, Calif.

RENEWAL OF LICENSE RETURNED

KSJO-FM San Jose, Calif. (improperly filed).

October 17 Decisions

ACTIONS ON MOTIONS

By Chairman George C. McConnaughey

Wrather-Alvarez Broadcasting, Inc., San Diego, Calif.—Granted motion to correct in various respects transcript of oral argument held re application of American Broadcasting-Paramount Theatres Inc. for permit to locate, use or maintain broadcast studio or other place or apparatus in United States for production of programs to be transmitted or delivered to television station XETV (TV) Tijuana, Mexico. Action Sept. 13.

By Commissioner John C. Doerfer

Broadcast Bureau—Granted petition for extension of time to Nov. 1, to file response to "Petition to Enlarge Issues" in ch. 3 proceeding, Mayaguez, P. R., filed by Department of Education of Puerto Rico on Oct. 1. Action Oct. 16.

Polk Radio Inc., Lakeland, Fla.—Granted petition for extension of time to Oct. 15, to file reply to "Opposition To Petition To Enlarge Issues" in proceeding re its am application, filed by other parties Duane F. McConnell and E. D. Covington Jr., Winter Haven and Winter Garden, Fla. Action Oct. 16.

By Chief Hearing Examiner James D. Cunningham

North Platte, Neb.—On Chief Hearing Examiner's own motion, ordered that his order of Sept. 20, denying petition of Meredith WOW Inc. (WOW), Omaha, Neb., to intervene in proceeding re am application of Radio Station KODY, North Platte, is reconsidered and set aside; further ordered that petition is granted and petitioner is made party to proceeding in capacity of intervenor. Action Oct. 16.

Redland Broadcasting Co., Homestead, Fla.—Granted petition for dismissal without prejudice its am application. Action Oct. 16.

By Hearing Examiner Annie Neal Huntting

Beaumont, Tex.—Issued statement concerning hearing conference and order in ch. 6 proceeding, Beaumont; ordered that transcript of hearing conference is corrected in various respects and ordered that agreements and requirements requested in transcript shall govern course of proceeding to extent indicated therein. Action Oct. 15.

By Hearing Examiner Thomas H. Donahue

Lafayette, Crawfordsville, Ind.—Ordered that prehearing conference will be held Oct. 18 re am applications of J. E. Willis, Lafayette, Ind. and Crawfordsville Bcstrs. Inc., Crawfordsville. Action Oct. 15.

By Hearing Examiner Herbert Sharfman

Providence, R. I.—On oral request of counsel for Channel 16 of R. I. Inc., Providence, and without objection by counsel for other parties in proceeding re application of Cherry & Webb Broadcasting Co., Providence, for cp for tv station and for special temporary authorization (ch. 12), ordered that time for filing reply proposed findings of fact and conclusions is further extended from Oct. 16 to Oct. 19. Action Oct. 15.

By Hearing Examiner H. Gifford Irion

Fitzgerald, Ga.—On informal request of counsel for South Georgia Broadcasting Co., Fitzgerald, ordered that prehearing conference scheduled for Oct. 15 is continued indefinitely, in proceeding re its am application and that of Ben Hill Broadcasting Corp. (WBHB), Fitzgerald. Action Oct. 12.

WCBC-TV—FCC waived Sect. 3.607 (a) of rules and accepted for filing application of Great Commission Schools Inc. to change operation from ch. *61 to ch. 26. Commissioner Mack abstained from voting. Action Oct. 17.

October 17 Applications

ACCEPTED FOR FILING

License to Cover Cp

WGSV Guntersville, Ala.—Seeks license to cover cp which authorized change ant.-trans. location and operate trans. by remote control.

RENEWAL OF LICENSES

KTIP Porterville, Calif.; KSBW Salinas, Calif.; KXRX San Jose, Calif.; KVEC San Luis Obispo, Calif.; KSRO Santa Rosa, Calif.

UPCOMING

Oct. 22-23: Boston Conference on Distribution, Hotel Statler, Boston.

Oct. 22-24: Assn. of National Advertisers, annual meeting, Drake Hotel, Chicago.

Oct. 25-26: NARTB Region 3 conference, Dinkler-Tutweiler, Birmingham, Ala.

Oct. 26: Canadian Bcstg. Corp. Board of Governors, Rm. 262, The Senate, Ottawa, Ont., meeting to hear station applications.

Oct. 29-30: Second annual RAB Natl. Radio Advertising Conference, Waldorf-Astoria Hotel, New York.

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THE BUSINESSWEEKLY OF RADIO AND TELEVISION

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We Join the Audit Bureau

IN THE world of the printed word, October is ABC month. Many leading publications display the symbol connoting membership in the Audit Bureau of Circulations and run editorials citing the significance of this membership to the buyers of advertising.

In this issue we display the ABC insigne for the first time. Alone among publications in our field, we have been admitted to membership in this non-profit association of 3,740 advertisers, advertising agencies and publications. It was not entirely by coincidence that this membership came as we began our 26th year.

The main objective of the Audit Bureau is to supply advertisers with accurate, verified information about the net paid circulation of all publisher members. Before we were voted into membership, a rigorous audit was made. We found we had to revise our circulation record-keeping. We lost some circulation in the process, because of the rigid rules of the Bureau. But we are confident that this loss will be retrieved and increased, because of demonstrated reader acceptance and our zeal to cover all the news in our field.

Simultaneously, we have also been accepted for membership in Associated Business Publications. Membership in the Audit Bureau is a condition precedent to membership in ABP, because both deal with paid circulation, as opposed to free-controlled, giveaways or a mish-mash of both.

Network in Transition

A CONFLICT in operating philosophies was at the center of last week's executive shakeup at ABC, and, as always in such cases, the boss had to win.

With the majority of directors behind him, Leonard H. Goldenson, president of the parent American Broadcasting-Paramount Theatres, was plainly the boss. When the dispute between him and Robert E. Kintner became irreconcilable, Mr. Kintner had to go.

It would understate the qualities of both men to say that this was a simple struggle for power. Opposing concepts of management were at stake. That the clash should pass the point at which compromise was possible can be attributed only to the fact that both are strong-willed men who are willing to back their convictions.

So, at least temporarily, Mr. Kintner retires from broadcasting management after a relatively short but spectacular career. We are sure that if he chooses to remain in broadcasting he will have no trouble doing so. And indeed broadcasting will be the better if he follows that course.

Mr. Goldenson now assumes the most challenging assignment in networking. Despite the enfeebling handicap of a late start in a time of inadequate distribution of stations, ABC-TV has become a significant force in network television. ABC Radio is doing better than holding its own in the somewhat uncertain world of radio networking.

Mr. Goldenson's concept of running ABC obviously will be to build a strong executive staff and reinforce it with capital investment. As a first step in that direction he has brought Oliver Treyz back to the network as head of television after a highly successful 22-month tenure as president of Television Bureau of Advertising.

Mr. Treyz has demonstrated an extraordinary talent for salesmanship at TvB. That talent will be particularly useful at this point of ABC's history.

Meanwhile, the 230 members of TvB may be assured that their organization will not be damaged by the loss of Mr. Treyz. In less than two years Mr. Treyz brought together an unusually capable staff. The present executive lineup of TvB under the direction of Norman (Pete) Cash, as the new president, is fully capable of carrying on the bureau's work. Nor are Mr. Treyz's services entirely lost to TvB; he will become ABC's representative on the bureau's board.

Mr. Goldenson proposes to remain as the operating head of the network only long enough to find his successor and beef up the executive echelon. How long that takes will to a large extent depend upon his success in improving ABC's competitive position.

We imagine Mr. Goldenson will be able expeditiously to retire himself from active management of ABC and then return, as he desires, to full time operation of the parent company. He has proved himself to be an exceptionally skillful executive in his years with AB-PT and before that with the predecessor United Paramount Theatres. It would surprise us if he failed to give CBS and NBC a real fight.

Drawn for BROADCASTING • TELECASTING by G. C. Troop

"The preceding remarks were not necessarily the opinions of this station, the sponsor or the senator himself!"

Larceny in the First Degree

LAST week we said here we had no interest in partisan politics except to the extent to which they affect the freedom and well-being of broadcasting. We took a swing at GOP Gov. Langlie of Washington who raised ethical questions about the minority stock ownership in KIRO Seattle of his Democratic opponent, Sen. Magnuson. We said Gov. Langlie took that low road. There is nothing sinister in that situation, and, if there were, a good percentage of public office holders would have to quit.

This week the shoe is on the other partisan foot. The Stevenson-Kefauver Campaign Committee is using the rawest kind of deception in attempting to steal time by going directly to the disc jockeys. In so doing it places unsuspecting stations in the position of violating the political section (315) of the law governing equal time.

Disc jockeys were sent personally-addressed form letters, along with seven announcements promoting "Dollars for Democrats Day". The scripts obviously were written by some one familar with station management and the idiosyncrasies of disc jockeys. It is an attempt at larceny in the first degree. (The letter bore the signature of "Joseph Edward Smith", as honorary chairman of Dollars for Democrats.)

We doubt whether the Democratic powers that be would have condoned this subterfuge had they known about it. If, per chance, any of them did, they deserve the condemnation of stations.

That "Dollars for Democrats Day" was held last Monday. We have no way of knowing how many stations fell for this unprincipled ruse.

Sixteen days remain before the elections. Station ownership and management should be on the alert for other tricks.

'To Broadcasting • Telecasting'

[*The editorial below is reprinted from the* Washington Post & Times Herald *of Oct. 18*]

"IT IS a privilege to join the communications industry in congratulating *Broadcasting•Telecasting* on its 25th anniversary, celebrated this week. This distinguished publication, which is headquartered in Washington, makes a solid contribution to the improvement of broadcasting. It maintains a healthy, critical attitude toward the practices of broadcasting enterprises at the same time that it maintains a sturdy defense of the freedom and independence of broadcasters. Its commercial success is the more gratifying in that it has so eminently deserved success."

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